Academic Guide Exchange 2023-2024

Faculty of Business, Finance & Marketing



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YOU. US. THE WORLD.

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

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Academic Guide Exchange 2023-2024

Faculty of Business, Finance & Marketing

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Date
1 juni 2023

Version
1.3

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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 programs 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.

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

Content

1. Welcome to the Faculty BFM 8
Meet the BFM Global Office 8
Desks and Questions 8

2. Facilities 10
Library and Study Plaza 10
Student Counselors & Well-being advisor 10
Campus Card 10
Canteen 11
Medical Care 11

3. Information on the Academic Programme 12
Attendance 12
How students contact lecturers 12
How staff contact students 12
Timetables / schedule / courses 12
Class hours 13
BFM Introduction week 13
Documentation 14

4. Student Activities 15
Campus Life & Sports at THUAS 15
Student Associations 15

5. International Business (IB) 17
Core curriculum 17
Expanded curriculum 17
Semesters 18
Exams / tests 18

6. International Business – Course overview 19

7. International Financial Management & Control (IFMC) 23
Schedule of IFMC minors 23
Exams 23

8. International Financial Management & Control - Course Overview 24

9. Marketing Management (CE) 25
Schedule/Calendar 25
Semesters 25
Exams / tests 25

10. Marketing Management – Course Overview 27

11. Module Descriptions International Business 28
Year 1 Modules 28
Module Description: Business Math 28
Module Description: Thinking in Action I: Introduction to Critical Thinking 30
Module Description: Marketing and Sales Fundamentals 32
Module Description: Accounting I 35
Module Description: Introduction to Business Communication 37
Module Description: People, Organisation & Environment 39
Module Description: Statistics I 41
Module Description: Finance I 43
Module Description: Economics 45
Module Description: Business Communication: Public Speaking for Business 47

Module Description: International Business Law 49
Module Description: Introduction to Operations & Supply Chain 51
IB Year 2 Modules 53
Module Description: Accounting II 53
Module Description: Statistics II 56
Module Description: Operations & Supply Chain 58
Module Description: Corporate Social Responsibility 60
Module Description: Thinking in Action II: Argumentation in Writing and Film 62
Module Description: Management of Information I 64
Module Description: Finance II 66
Module Description: Advanced Marketing & Sales (AM&S) 68
Module Description: People & Organization II 71
IB Year 2 Extra sheet for L&C Business Communication I & II 73
Module Description: L&C I Chinese Business Communication – Absolute beginners 73
Module Description: L&C I Dutch Business Communication – Absolute beginners 77
Module Description: L&C I Dutch Business Communication – Elementary 81
Module Description: L&C I French Business Communication – Absolute beginners 85
Module Description: L&C I French Business Communication – Elementary 89
Module Description: L&C I German Business Communication – Absolute beginners 93
Module Description: L&C I German Business Communication – Elementary 97
Module Description: L&C I Japanese Business Communication – Absolute beginners 101
Module Description: L&C I Portuguese Business Communication – Absolute beginners 105
Module Description: L&C I Spanish Business Communication – Absolute beginners 109
Module Description: L&C I Spanish Business Communication – Elementary 113
Module Description: L&C II Chinese Business Communication - Elementary 117
Module Description: L&C II Dutch Business Communication – Elementary 121
Module Description: L&C II Dutch Business Communication – Pre-intermediate 125
Module Description: L&C II French Business Communication – Elementary 129
Module Description: L&C II French Business Communication – Pre-intermediate 133
Module Description: L&C II German Business Communication – Elementary 137
Module Description: L&C II German Business Communication – Pre-intermediate 141
Module Description: L&C II Japanese Business Communication – Elementary 145
Module Description: L&C II Portuguese Business Communication – Elementary 149
Module Description: L&C II Spanish Business Communication – Elementary 153
Module Description: L&C II Spanish Business Communication – Pre-intermediate 157
IB Year 3 Modules 161
Module Description: Career Development year 3 161
Module Description: Management of Information II 163
Module Description: EXPLICO 165
IB Minors 167
Module Description: Minor Business in Asia 167
Module Description: Minor Sustainable Business 169
Module Description: Minor International Entrepreneurship 172
Module Description: Minor Purposeful Marketing Challenge 174
Module Description: Minor Business in Europe 176
Module Description: Minor Business Analytics 179
Module Description: Minor Business NGO Collaboration 181
Module Description: Minor Online Business Consultant 184
Electives 186
Module Description: Current Business and Economic Trends (CBET) 186
Module Description: Valuation 189
Module Description: Business in Latin America 192
Module Description: Behavioural Economics 194
Module Description: Virtual Exchange ATU-THUAS 197
Module Description: Sustainable Fashion Brand Audit Research 199
Module Description: Survival Dutch 201
Module Description: Inclusive Entrepreneurship & Global Citizenship 205
Module Description: Challenge Innovation Quarter 207
Module Description: Elective Content Marketing 209
Module Description: People & Organisation Specialisation 211
Module Description: Operations & Supply Chain Specialisation 215

12. Module Descriptions IFMC 218
Minor #web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC) 218
Minor #web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL) 225
Minor #Web3.0 Trading Digital & Financial Assets (TDFA) 233
Minor #Web3.0 FinTech: Investing & Trading (FIT) 241

13. Module Descriptions Marketing Management 253
Marketing 6: Export Marketing 253
Marketing 6: Intercultural Management 254
Export Plan 255
6 Intercultural Management 255
Financial Management 256
Marketing 7 (Strategic Marketing Cases) 257
Business Communication 258
Communication Methods (Creative writing) 259
Social Value Creation 260
CE Electives 261
Elective Asian Studies 261
Elective Inclusive Entrepreneurship 262
Elective City Marketing 263
Elective Creative Facilitator 264
Elective Hero's Journey 266
Elective Neuro-Marketing & Psycology of advertising 267
Elective Company Assignment Innovation Quarter (IQ) The Hague 269

1. Welcome to the Faculty BFM

Meet the BFM Global Office

NAME	Role
Mr Casper Verschoor	Head of Global Office & Internationalization
Mrs Noor Verwoerd	Coordinator Inbound Exchange
Mrs Angelique le Guillou	Coordinator Outbound Exchange / Partner Manager
Mr Philip van Engeldorp Gastelaars	Exchange Officer
Mr Erik van der Molen	Partner Manager
Mr Pieter de Vos	Partner Manager
Mrs Marloes Ambagts	Staff Professionalisaton
Ms Ranu Paltantewari	Internationalisation at Home
Mr Javid Jafarov	The Hague Summer School

Desks and Questions

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

BFM Global Office
For exchange students, Mrs. Noor Verwoerd - Coordinator Inbound Exchange is the first point of contact during your study here. She can answer questions related to course selection, course registration, Osiris registration, timetables, etc. She will also sign Learning Agreements and finalize Transcripts.
E-mail: BFM-inboundexchange@hhs.nl Phone: +31 (0)6 43 56 83 67

We are also on Instagram! Follow **BFM Worldwide Exchange**:

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 THUAS
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

BFM Exam Office
For written exam related questions
E-mail: bfm-examoffice@hhs.nl
Location: OV2.57

2. Facilities

Library and Study Plaza

The library has a large collection of books, nearly 900 magazines, Dutch and foreign newspapers, and a large collection of graduation essays. Because of its digital catalogue and excellent electronic sources of information, the library provides excellent facilities to students and staff. It is open to students registered at THUAS and to members of staff.
The Library is located on the first floor (entrance/exit, self-service unit for borrowing and returning items, Study Plaza) and ground floor (books, periodicals). Most library services are free of charge.

Most of the books, graduation essays and videotapes are available for borrowing. Magazines are not, but there are facilities for copying magazine articles. There is a limit to the number of items that can be borrowed.

There is also a digital library (for the most part accessible any time, from any computer, once you are logged in as a student) which includes (international) databases, E-journals, standards database, E-books, THUAS theses and publications in digital form, information about copyright regulations and tools available for managing references. If you have any questions, you can visit the library and ask a staff member or contact the library via email: bibliotheek@hhs.nl.

Student Counselors & Well-being advisor

THUAS has a counselling system in place to help students facing problems that may affect their study results. Our Exchange students are also encouraged to speak to our faculty Student Counselors and/or the Coordinator Inbound Exchange in order to alleviate their problems.

The Student Counselors may be approached when students have more personal problems affecting their studies. They need to be contacted if you have any special needs during your exchange at our faculty (extra time for exams, extra aids etc.). They can also help students with any appeals against decisions judged to be unfair or incorrect.

Aside for the faculty Student Counselor, the faculty of BFM also has a student well-being advisor in place.

They are there to listen to students and help them as best they can. Any conversations with the student counselors or the faculty staff are strictly confidential. Students may be referred to expert agencies outside the university if needed.

Campus Card

We use an electronic purse system at THUAS to buy food and drinks and make copies on the copy machines. It is not possible to pay in cash inside the university. During the mandatory Introduction Days, we will assist you to collect a Campus card.

To load credit on this card, you will need to have a PayPal account or a Dutch bank account (with a Dutch bank account you can charge your card using Ideal or the THUAS building machines). It is not possible to charge the Campus Card with foreign bank cards, so make sure you get a credit card or PayPal account so you can use it upon arrival at THUAS. Alternatively, food and

drinks can be bought at THUAS with a Dutch bank card, which you will receive upon opening a Dutch bank account.

Canteen

Food and beverages may be obtained from the central restaurant, from the West 75 cafe and from vending machines. In all cases payment is through chip cards. The central food court has the largest selection of items, also serving vegetarian and halal products. It is open during term-time from 8am to 8pm (5 pm on Fridays). During the holiday periods the opening hours may vary.

Moreover, the university has microwaves that can be used for heating up food, multiple coffee corners on various floors, and a restaurant called the “West 75”. Please note that students can only pay by Campus Card or a Dutch (European) Maestro bank card. The university does not accept cash or credit cards.

There is also a small grocery store outside the main building called “Albert Heijn To Go”*, which sells a selection of meals and snacks and drinks. There are also various vending machines with drinks and snacks on multiple floors of the university.

Medical Care

There are numerous General Practitioners around the university and in the areas of student housing. More information will be provided by our International Office upon arrival.

In case of illness, you should contact a General Practitioner (“huisarts”) first. They are your main link to any specialist or hospital. Most GP's speak English, but it is important to check if they participate in your health care system.

Make sure to bring proof of your health insurance to the appointment, otherwise you’ll have to pay for the consult directly after you’ve visited the doctor.
A regular consult costs around € 30 - € 50. Blood tests, psychological support a.o. cost a lot more. Do not forget to ask for a receipt, as after your visit you can declare these costs at your insurance company.

In the Netherlands, you will need a prescription for most medication. With a prescription you can go to a pharmacy (“apotheek”) to collect your medication. You pay for it when it's ready, and if you have medical insurance, you can usually claim the expenses from the insurer. Certain medicines are available over the counter, either in a pharmacy or at a chemist (drogist). Pharmacies and chemists usually have the same opening hours as shops. There is always a pharmacy open, even on weekends. The telephone directory of The Hague and surroundings contains an extensive list of pharmacies in The Hague.

During the mandatory Introduction Days, more information and contact numbers will be provided.

3. Information on the Academic Programme

As an exchange student at the Faculty of Business, Finance and Marketing you can choose modules from three of our bachelor programmes 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 programme. Most modules are offered by our International Business programme (IB). The programme International Financial Management & Control (IFMC) offers minors (15 ECTS courses). You can choose modules from International Business (IB) and combine these with a 15-ECTS 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. We recommend a maximum of 30 ECTS per semester.

The Marketing Management (CE) programme offers a fixed set of modules of 30 ECTS in the Spring semester only. You cannot choose to follow separate modules from our marketing programme. 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 via The Digital Learning environment “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. A quicker solution can be to use the chat in Teams.

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 academic year, please inform us via email at BFM-inboundexchange@hhs.nl

Timetables / schedule / courses

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 (Fall) semester,

and Block 3 and 4 belonging to the second (Spring) semester. Please note, that the IFMC Programme uses the word *term* instead of block.

Prior to your arrival, the BFM "Subject Choice Form" will be sent to you by email. Here, you give your preference for the modules you would like to take at the faculty BFM. The final 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 after the enrollment for courses during the introduction week.

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

The academic calendar runs from 28 August, 2023 to 12 July, 2024. Both the Fall and the Spring Exchange Semester start with a mandatory Introduction Week.

Fall semester Introduction
The mandatory introduction week for IB exchange students will take place from Monday 28 August 2023 to Friday 1 September 2023. Classes for IB start directly after the Introduction in the week of 4 September 2023.

As classes for IFMC start on Monday 28 August 2023, there will be a one-day Introduction on Friday 25 August 2023 for IFMC students, and a Welcome Social Event for all BFM exchange students on 29 August 2023.

Spring semester Introduction
The spring semester of the 2023-2024 academic year runs from 5 February 2024 until 12 July 2024. The mandatory introduction week for exchange students will take place from Tuesday 30 January to Thursday 1 February.

Attendance during the introduction week is mandatory. Exact times of this event will be announced in due time.

Documentation

Official Erasmus+ / Exchange documentation for exchange students, such as Learning Agreements Before- and During Mobility, and Certificates of Stay can be sent via Erasmus Without Papers platforms or as PDF documents via email to BFM-inboundexchange@hhs.nl for processing.

Signage on behalf of THUAS on all documentation will be done by:

Noor (E.J.) Verwoerd
Coordinator Inbound Exchange

The Hague University of Applied Sciences | Faculty of Business, Finance & Marketing
Johanna Westerdijkplein 75 | 2521 EN The Hague | The Netherlands
Telephone: +31 643568367| bfm-inboundexchange@hhs.nl|

4. Student Activities

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, korfball, 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.

Student Associations

The **FOCUS** Study Association is “focused” on making an impact within the trIBe, the **International Business** community, through networking events, academic growth, and friendship building. Our association has five committees, Academic Development, Introduction Days, Events, Merchandise and Funding and Excursions. Academic Development works to organize events, guest lectures and company visits to further education outside of the classroom. Introduction Days organizes fun activities for students coming to the Hague University of Applied Sciences for the first time and is a stepping tool to starting connections and friendships with other first time students in IB. The events committee organizes social events throughout the entire year promoting camaraderie among students. The merchandise and funding committee puts their efforts towards creating trIBe and FOCUS merch and sponsorships. And lastly but certainly not least, the Excursions committee organizes amazing opportunities for IB students to travel to different locations during breaks with other IB and FOCUS students. FOCUS supports IB students to further their involvement from just school to really being a part of the trIBe. We hope this gives you more insight to what FOCUS does and stands for and for more information, please follow us on our Instagram, @focus_studyassociation:

https://instagram.com/focus_studyassociation?igshid=YmMyMTA2M2Y=

FESA is a study association founded in November 2019 by **Finance & Control** students. The study association was already open for the FC program and also the IFMC program. Accountancy has now also been added from this school year.
A lot is possible at the study association and we hope to be able to offer a lot of support to the students in the future. If you think it would be fun to join the study association, sign up via the site! Would you also like to do something more than just be a member, you can also join one of the committees and show what you can do or develop yourself more.
Follow us on our social media for updates on what's going on and fun upcoming events.

https://www.instagram.com/fesathehague/

For more information about FESA, check out our website or socials or send an email to: bestuur@fesathehauge.com.

The **CE/Marketing** Exchange students will join an "**International Classroom**" during their exchange at THUAS. In this classroom, regular students are directly paired with exchange students. Therefore, intercultural interactions will naturally grow. During the semester, several extra-curricular activities will also be organized for all participants of the International Classroom.

5. 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 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)*
- NGO Collaboration *(Spring semester)*
- Online Business *(Spring semester)*

Please note:

- Minors can only be selected as the full 15-ECTS course; no sub-parts of the Minor can be selected as individual courses.
- Per Minor, spots available for exchange students are limited. If the Minor of choice is full upon enrollment, you will be able to select other courses.

We also offer 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.

We recommend a maximum of 30 ECTS per semester, as to manage work load and time tables.

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. As stated in the Course overview below, courses can be taking place in the first and / or second block of the semester.

Semester 1

- Semester 1/ block 1 runs from 28 August 2023 to 27 October 2023.
- Exams block 1 take place in the week of 30 October 2023. Resit exams take place in the week of 8 January 2024.
- Semester 1/ block 2 runs from 6 November 2023 to 22 December 2023.
- Exams block 2 take place in the weeks of 8 and 15 January 2024. (Apart from the module Management of Information II; this exam takes place in the week of 18 December 2023).
- Modules that run through the entire semester have their exams in the week of 8 or 15 January 2024.

Semester 2

- Semester 2/ block 3 runs from 5 February 2024 to 28 March 2024.
- Exams block 3 take place in the week of 2 April. Resit exams take place in the week of 24 June 2024.
- 2nd semester/ block 4 runs from 8 April 2024 to 31 May 2024.
- Exams block 4 take place in the week of 10 June 2024. Resit exams take place in the week of 8 July 2024. The semester ends on 12 July 2024.
- Modules that run through the entire semester have their exams in the week of 10 June 2024.

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. If you wish to resit a block 2 exam, you will have to travel back to The Hague to take the exam on campus later in the year.

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

During the first weeks of your Exchange, a special mandatory presentation will be organized for you by our Exam Office and Exam Board, to inform you on the exam policy at THUAS.

6. International Business – Course overview

IB Year 1 Modules

ECTS	OSIRIS Code	Course/Module	Semester	Block
3	IB-P116-22	Business Mathematics	Fall	1
3	IB-P101-18	Thinking in Action I: Introduction to Critical Thinking	Fall	2
6	IB-P104-23	Marketing & Sales Fundamentals	Fall	1 & 2
3	IB-P117-19	Accounting I	Fall	1 or 2
3	IB-P107-23	Introduction to Business Communication	Fall	1
6	IB-P119-20	People, Organisation & Environment	Fall	1 & 2
3	IB-P112-18	Statistics I	Spring	3
3	IB-P118-19	Finance I	Fall & Spring	1 or 3
3	IB-P108-19	Economics	Fall & Spring	1 or 4
3	IB-P110-20	Business Communication: Public Speaking for Business	Spring	3 & 4
6	IB-P109-22	International Business Law	Spring	3 & 4
6	IB-P111-23	Introduction to Operations & Supply Chain	Spring	3 & 4

Commented [NV1]: Reminder for Noor: only offer FYP course

Commented [NV2]: Reminder for Noor: only offer FYP course

IB Year 2 Modules

ECTS	OSIRIS Code	Course/Module	Semester	Block
3	IB-S223-19	Accounting II	Fall	1
3	IB-S224-19	Statistics II	Fall & Spring	2 or 4
3	n/a	L&C Business Communication I (see Year 2 Extra Sheet below for more info)	Spring	1 & 2
6	IB-S214-20	Operations & Supply Chain	Fall	1 & 2
6	IB-S220-20	Corporate Social Responsibility	Fall	1 & 2
3	IB-S227-21	Thinking in Action II: Argumentation in Writing & Film	Fall & Spring	1 or 3
3	IB-S228-19	Management of Information I	Spring	4
3	IB-S229-19	Finance II	Spring	3 or 4
6	IB-S226-22	Advanced Marketing & Sales	Fall & Spring	1 & 2 or 3 & 4
6	IB-S230-22	People & Organization 2	Fall & Spring	1 & 2 or 3 & 4

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

**Please note that only one foreign language can be selected per semester, to avoid time table conflicts*

ECTS	OSIRIS Code	Course/Module	Semester	Block
3	IB-K005-21	Language & Culture I: Chinese	Fall	1 & 2
3	IB-K002B-23	Language & Culture I: Dutch - Absolute beginners	Fall	1 & 2
3	IB-K002E-23	Language & Culture I: Dutch - Elementary	Fall	1 & 2
3	IB-K003B-23	Language & Culture I: French - Absolute beginners	Fall	1 & 2
3	IB-K003E-23	Language & Culture I: French - Elementary	Fall	1 & 2
3	IB-K006B-23	Language & Culture I: German - Absolute beginners	Fall	1 & 2
3	IB-K006E-23	Language & Culture I: German - Elementary	Fall	1 & 2
3	IB-K004-21	Language & Culture I: Japanese	Fall	1 & 2
3	IB-K007-21	Language & Culture I: Portuguese	Fall	1 & 2
3	IB-K001B-23	Language & Culture I: Spanish - Absolute beginners	Fall	1 & 2
3	IB-K001E-23	Language & Culture I: Spanish - Elementary	Fall	1 & 2
3	IB-K105-21	Language & Culture II: Chinese	Spring	3 & 4
3	IB-K102E-23	Language & Culture II: Dutch - Elementary	Spring	3 & 4
3	IB-K102P-23	Language & Culture II: Dutch - Pre-intermediate	Spring	3 & 4
3	IB-K103E-23	Language & Culture II: French - Elementary	Spring	3 & 4
3	IB-K103P-23	Language & Culture II: French - Pre-intermediate	Spring	3 & 4
3	IB-K106E-23	Language & Culture II: German - Elementary	Spring	3 & 4
3	IB-K106P-23	Language & Culture II: German - Pre-intermediate	Spring	3 & 4
3	IB-K104-21	Language & Culture II: Japanese	Spring	3 & 4
3	IB-K107-21	Language & Culture II: Portuguese	Spring	3 & 4
3	IB-K101E-23	Language & Culture II: Spanish - Elementary	Spring	3 & 4
3	IB-K101P-23	Language & Culture II: Spanish - Pre-intermediate	Spring	3 & 4

IB Year 3 Modules

ECTS	OSIRIS Code	Course/Module	Semester	Block
3	IB-S310-22	Career Development	Fall	1 & 2
6	IB-S313-22	Management of Information II	Fall	1 & 2
3	IB-K201-21	EXPLICO	Fall & Spring	2 & 4

Commented [NV3]: Reminder for Noor: only offer FYP course

Commented [NV4]: Reminder for Noor: only offer FYP course

IB Minors

**Please note that a limited amount of spots in Minors are available for exchange students; if the Minor of choice is full upon enrollment, students can select other courses from the curriculum.*

ECTS	OSIRIS Code	Course/Module	Semester	Block
15	BFM-HMVT20-BIA	Minor: Business in Asia (BiA)	Spring	1
15	BFM-HMVT22-SB	Minor: Sustainable Business	Fall & Spring	1 or 3
15	BFM-HMVT20-ENTRE	Minor: International Entrepreneurship	Spring	3
15	IB-HMVT21-CBG	Minor: Purposeful Marketing Challenge	Fall & Spring	1 or 3
15	BFM-HMVT22-BIE	Minor: Business in Europe	Fall	1
15	BFM-HMVT22-BA	Minor: Business Analytics	Spring	3
15	IB-HMVT23-NGO	Minor: Business NGO Collaboration	Spring	3
15	BFM-HMVT21-BD	Minor: Online Business Consultant	Spring	4

IB Electives

ECTS	OSIRIS Code	Course/Module	Semester	Block
3	IBMS-S403-16	Current Business & Economic Trends	Spring	3 or 4
6	IB-K403-21	Current Business & Economic Trends - 2	Spring	3 & 4
3	IBMS-FIN8-11	Valuation	Spring	3 or 4
9	IB-K203-21	Business in Latin America	Spring	3
6	IB-K208-22	Behavioral Economics	Spring	3
3	IB-K206-21	Virtual Exchange ATU-THUAS	Spring	4
3	IB-K209-22	Sustainable Fashion Brand Audit Research	Spring	3
3	IB-DBCFES-21	Survival Dutch	Fall & Spring	1 & 2 3 & 4
3	IB-K210-22	Inclusive Entrepreneurship & Global Citizenship	Fall & Spring	1 or 4
3	CE-KVHAL1-17	Challenge Innovation Quarter	Fall & Spring	2 or 4
6	IB-K211-23	Elective Content Marketing	Spring	3
15	IB-Z002-22	People & Organisation Specialization	Fall & Spring	1 & 2 or 4

7. 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 can find the dates of each semester and block in the table below.

Semester 1	Block A	August 28, 2023 – November 10, 2023
	Block B	November 13, 2023 – February 2, 2024
Semester 2	Block C	February 5, 2024 – March 28, 2024
	Block D	April 22, 2024 – June 28, 2024

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.

8. International Financial Management & Control - Course Overview

ECTS	Osiris Code	IFMC Inbound Exchange minors	Semester	Block /Term
15	BFM-HMVT21-BLOCK	#web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC)	Fall & Spring	A, B or C
30	BFM-HMVT21-CRYP	#web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL)	Fall & Spring	A & B C & D
15	BFM-HMVT21-TRADE	#web3.0 Trading Digital & Financial Assets (TDFA)	Fall & Spring	A, B or C
30	BFM-HMVT21-FIT	#web3.0 FinTech: Investing & Trading (FIT)	Fall & Spring	A & B C & D

Note: The Block Chain Minor has two versions, i.e. a 15 ECTS and a 30 ECTS.

General notes:

1. The 15 ECTS minor starts in blocks A, B and C and has a duration of one block.
2. The 30 ECTS minor start at block A and in block C and have a duration of 2 blocks. Students can choose to take it in A & B or C & D.
3. The Trading & Investing Minors will mostly consist of online education. The Blockchain Minors will have both physical and online streamed classes.

9. 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 form 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 2023-2024. Classes start in the week of February 5th until June 28th, 2024.

BFM Introduction Week

The spring semester of the 2023-2024 academic year runs from 5 February 2024 until 12 July 2024. The mandatory introduction week for exchange students will take place from Monday 29 January to Friday 2 February 2024.

Semesters

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

- 2nd semester/ Block 3 runs from February 5th onwards.
- Exams Block 3 in the week of 2nd April. Resit exam week 29th April.
- 2nd semester/ Block 4 for runs from 16th April onwards.
- Exams Block 4: in the week of June 11th. Resit exam week Block 4 week of June 24th.
- Semester ends on Friday 28th 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 failed 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.

During the first weeks of your Exchange, a special mandatory presentation will be organized for you by our Exam Office and Exam Board, to inform you on the exam policy at THUAS.

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.

10. 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	OSIRIS Code	Course/Module	Semester	Block
3	CE-S300-20	Exportplan (EP)	Spring	3
3	CE-S301-20	Marketing 6	Spring	3
3	CE-S302-20	Financial Management (FM3)	Spring	4
3	CE-S303-22	Marketing 7	Spring	4
3	CE-S305-20	Communication Methods (CT4)	Spring	4
3	CE-S304-21	Business Communication 4 (BC4)	Spring	3 & 4
3	CE-S306-22	Social Value Creation (SCV)	Spring	4
3	IB-K210-22	Inclusive Entrepreneurship & Global Citizenship	Spring	4
		Electives (select 3 electives of 3 ECTS each)	Spring	3 or 4
3	CE-VKAK-21	Asia Studies	Spring	3
3	CE-KVIE-15	Elective Inclusive Entrepreneurship	Spring	4
3	CE-KVCMI-15	City Marketing	Spring	3
3	CE-KVCREA-20	Elective Creative Facilitator	Spring	4
3	CE-KVHJ-18	Hero's Journey	Spring	3
3	CE-KVNMP-19	Elective Neuro-Marketing & Psychology of advertising	Spring	4
3	CE-KVHAL1-17	Challenge Innovation Quarter	Spring	4

11. 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 Description: Business Math	
Credits	3 ECTS
Course Code	IB-P116-22
Entry requirements	
Year	1 FYP
Semester / Block	Sem 1 / Block 1
Weeks	7
Method	Lecture, Blended, Workshop
Coordinator	Suthinee Oussoren-Supanantaroek
Lecturer(s)	
Course content/outline	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.
Learning outcomes	
Course Material (literature/tools)	

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

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	1.5 X 2	Students need to self-study the different mathematics topics before coming to the workshops.
Etc.		

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Grasple weekly test	P/F	5,5	Weekly test on Grasple platform
Witten Exam	1	5,5	The exam is a MCQ Exam will be in Remindo.

ECTS Breakdown

3 ECTS = 84 hours

Workshops:	1.5 hours x 2 /week for 7 weeks
Class preparation and self study:	4 hours/week for 7 weeks
Grasple weekly test:	2 hours/week for 7 weeks
Exam Practice:	12 hours
Exam:	2 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Thinking in Action I: Introduction to Critical Thinking

Credits	3 ECTS
Course Code	IB-P101-18
Entry requirements	
Year	1 FYP
Semester / Block	Sem 1 / Block 2
Weeks	7
Method	Workshop
Coordinator	Wypkje van der Heide
Lecturer(s)	
Course content/outline	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. 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. 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.

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

Course Material (literature/tools)

Required literature: Syllabus Thinking in Action I; available from Study Store

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5,5	Multiple choice; REMD
Participation	P/F	P	Sneak peek video & feedback via FeedbackFruits on Brightspace

ECTS Breakdown

3 ECTS = 84 hours

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 2023-2024
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		

Module Description: Marketing and Sales Fundamentals

Credits	6 ECTS
Course Code	IB-P104-23
Entry requirements	
Year	1 TYP
Semester / Block	Sem 1 / Block 1 & 2
Weeks	16
Method	Lecture, Workshop
Coordinator	Maria Angeles Aragon
Lecturer(s)	
Course content/outline	Marketing and Sales are fundamental functions for big and small organizations, for business and for individual success. In these dynamic and exciting fields, there are challenges posed by globalization, digital innovation and ever-changing markets, cluttered with brands under constant reinvention. General public often confuses Marketing with advertising and persuading people to buy products and services that they don't need. However, what lies at the heart of Marketing is the understanding of consumers and organizational customer journeys, and the need to generate genuine customer value for them. In this introductory course all basic principles of marketing will be covered: - identify customer needs and motivations, - satisfy those needs in a distinctive way with the right products and/or services, - ensure customers access through the best distribution channels, - use promotional activities in the right place at the right moment, enhancing their experience, and - determine the price to boost the firm's profitability while also maintaining customer satisfaction and loyalty. In a similar way, Sales is commonly stereotyped with the image of a pushy retail salesclerk, or a glad-handing "used-car salesman". Far from that, sales professionals do not succeed by taking advantage of customers, but by listening to their needs and helping to forge solutions. In this introductory course students will learn the importance of sales function to build powerful relationships with customers (especially in the B2B context). Students will also understand Sales role related to Marketing, not only as a promotional mix tool, but as a key strategic partner in direct contact with the customer. In addition, this course also integrates the impact of digital developments in Marketing & Sales, and the call to integrate purposeful marketing practices, aligned with corporate ethics and social responsibility. It's strongly advised for all students to participate in all lectures and workshops throughout the 16 weeks to be successful in this 6 ECTS module that provides the foundation for the Integrated Project 2 (Semester 2) and all other IB Marketing & Sales courses (Year 2 and beyond).

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
TWM16	MLO 3: Explain the role and the key concepts of Sales in business in support of durable relationships.	1
LW10	MLO 4: Explain Ethical and Social Responsibility in Marketing & Sales practices.	1

Course Material (literature/tools)

Principles of Marketing, Global Edition, Philip T. Kotler & Gary Armstrong, Pearson, 19, TBD (new edition to be published in April '23)

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	2	The course format has a waved approach with blended learning, involving class preparation through readings, videos, and pre-class assignments.
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	50%	5.5	Multiple Choice (TP2) No compensation, each assessment needs to pass with a minimum of 5.5.
Assignment	50%	5.5	Group Assignment - Marketing Plan. Presented in 5 minutes video and supported by a portfolio that includes individual members contribution component. (TP2) No compensation, each assessment needs to pass

			with a minimum of 5.5.

ECTS Breakdown

6 ECTS = 168 hours

Lectures:	2 hours/week for 16 weeks	=32 hours
Workshops:	2 hours/week for 16 weeks	=32 hours
Reading/video watching:	2 hours/week for 16 weeks	=32 hours
Workshop preparation:	3 hours/week for 16 weeks	=48 hours
Exam Preparation:	16 hours	=16 hours
Exam:	2 hours	= 2 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	**Osiris Code**	**Last Chance Exams to be offered in 2023-2024**
Marketing Fundamentals	IB-P104-20	100% Written Exam, Open-book, Essay Style exam with open-ended answers.
For more information consult the conversion table		

Module Description: Accounting I

Credits	3 ECTS
Course Code	IB-P117-19
Entry requirements	
Year	1
Semester / Block	Sem 1 / Block 1 (TYP) Sem 1 / Block 2 (FYP)
Weeks	7
Method	Lecture, Workshop
Coordinator	Maria Martina
Lecturer(s)	
Course content/outline	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. The process makes students able to prepare and evaluate key financial statements (income statement, statement of retained earnings and balance sheet. (TWM18) (financial accounting).

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

Course Material (literature/tools)	Financial & Managerial Accounting, Weygandt Kimmel & Kieso, Wiley, Third edition, ISBN-13: 978-1-119-39160-9

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1	
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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.

ECTS Breakdown

3 ECTS = 84 hours

Lectures = 1 hour/week for 7 weeks
Workshop = 2 hours/week for 7 weeks
Selfstudy = 2 hours/week for 7 weeks
Selfstudy = 180 pages at 5 pages/hour
Exam Practice = 10 hours
Exam = 2 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Introduction to Business Communication

Credits	3 ECTS
Course Code	IB-P107-23
Entry requirements	
Year	1 FYP
Semester / Block	Sem 1 / Block 1
Weeks	7
Method	Lecture, Workshop
Coordinator	Bojana Petrova
Lecturer(s)	
Course content/outline	This course will equip students with the essential skills needed for professional communication in a business setting by covering two main areas: (1) format and structure of short professional emails, and (2) synthesizing information from written sources on current international business issues into comparison and contrast paragraphs. Students will learn to craft well-structured and professional emails, develop their skills in selecting, paraphrasing, summarizing, and synthesizing written information, and learn how to reference sources properly. During this course students will improve their theoretical knowledge and practical application of Academic & Business Communication Skills. These skills will be useful in future courses and will help them effectively communicate in the business world.

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 and structure for short business and academic emails.	1
WT1, WW4	Select and synthesize the main information from two texts into a comparison and contrast paragraph with clear topic and concluding sentences and examples to illustrate the main points.	1
WT1, WW4	Apply a correct pattern for organization, precise and concise wording when paraphrasing and summarizing, and consistent and appropriate tone and style in a synthesis paragraph.	1

Course Material (literature/tools)	to be shared via Brightspace

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	4 A workshop of 90 minutes twice a week	There will be two weekly workshops. The first workshop will introduce the content and provide opportunities for practice. The

			second workshop will focus on feedback and peer review.

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Participation	P/F	P	Portfolio homework submission. Resit is a portfolio of all homework assignments.
Written Exam	100%	5.5	Remindo exam
Assignment	P/F	P	Feedback Fruits assignment

ECTS Breakdown

3 ECTS = 84 hours

Workshops:	14 x 2 hours = 28 hours
Homework (participation):	7 x 4 hours = 28 hours
Self-study & exam preparation:	1 x 20 hours = 20 hours
Exam: 1 x 2 hours	1 x 2 = 2 hours
Assignment (Feedback Fruits):	1 x 6 hours = 6 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
Introduction to Business Communication	IB-P107-21	Yes
For more information consult the conversion table		
Enroll in the old Introduction to Business Communication 22-23 Brightspace course to prepare for the assignments.		

Module Description: People, Organisation & Environment

Credits	6 ECTS
Course Code	IB-P119-20
Entry requirements	
Year	1 FYP/ TYP
Semester / Block	Sem 1 / Block 1 & 2
Weeks	16
Method	Lecture, Workshop
Coordinator	Raumane
Lecturer(s)	
Course content/outline	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

Course Material (literature/tools)	MGMT, Principles of Management, C.Williams, Cengage, 12th/13th ISBN 9780357137727

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	2	Lectures are online/recorded
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5,5	Multiple Choice (Remindo)

ECTS Breakdown

6 ECTS = 168 hours

Contact hours 14 x4	56
Reading/Class Preparation 14x7	98
Review/Exam Practice	12
Exam	2

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Statistics I

Credits	3 ECTS
Course Code	IB-P112-18
Entry requirements	
Year	1 FYP
Semester / Block	Sem 2 / Block 3
Weeks	7
Method	Lecture, Workshop
Coordinator	Diana Perra
Lecturer(s)	
Course content/outline	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: 1) descriptive statistics, and 2) introduction to inferential statistics.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
International Business Awareness (WT3), Business Research (TWM24)	Identify fundamental statistical concepts.	1
TWM24, WT3,	Describe patterns in business data using tables and graphs.	1
TWM24, WT3	Calculate central tendency and variability.	1
TWM24, WT3	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

Course Material (literature/tools)

Statistics I Syllabus
Suggested (not compulsory):
Statistics for Business and Economics; Mc. Clave; Pearson; 13th; ISBN: 978-1-294-1339-6

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	2 x 2	Students will watch a set of videos at home in preparation of the workshops.

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Witten 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

3 ECTS = 84 hours

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 2023-2024
For more information consult the conversion table		

Module Description: Finance I

Credits	3 ECTS
Course Code	IB-P118-19
Entry requirements	
Year	1 FYP / 1 TYP
Semester / Block	Sem 1 / Block 1 (TYP) Sem 2 / Block 3 (FYP)
Weeks	7
Method	Lecture, Workshop
Coordinator	Golam Robbani
Lecturer(s)	
Course content/outline	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.

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
TWM18	MLO5: The student will understand different ways of interest rates are quoted; be able to calculate effective annual rate (EAR) and	1

	apply the EAR to calculate loan payment and outstanding loan balance [Ch5].	

Course Material (literature/tools)

Fundamentals of Corporate Finance GLOBAL EDITION , Jonathan Berk; Peter DeMarzo; and Jarrad Harford, Pearson, 4th (5th if available), 9781292437156

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	2x7	14
Workshop	2x7	14
Reading		35
Lecturer and student meeting		1
Other preparatory activities		10
Exam Preparation		8

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5.5	Combination of multiple choice and short answer with numeric calculations

ECTS Breakdown

ECTS = 84 hours

Lecture	2x7	= 14 hours
Workshop	2x7	= 14 hours
Reading		= 35 hours
Lecturer and student meeting		= 1 hour
Other preparatory activities		= 10 hours
Exam Preparation		= 8 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Economics

Credits	3 ECTS
Course Code	IB-P108-19
Entry requirements	
Year	1
Semester / Block	Sem 1 / Block 1 TYP Sem 2 / Block 4 FYP
Weeks	7
Method	Lecture, Workshop
Coordinator	H. Arce Salazar
Lecturer(s)	
Course content/outline	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.
Learning outcomes	

PLO	Module Learning Outcome	Level (1-3)
WT3	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	Apply different formulas and concepts used in production, supply & demand, etc.	1
WT3	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	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	Describe, signal and discuss the effects of the ethical and social issues related to economical decision making and macro economical governmental policy.	1

Course Material (literature/tools)	Economics, John Sloman, Jon Guest and Dean Garratt, Pearson, 11th, 9781292405339

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1	
Workshop	2/per week for 7 weeks	TYP: 1 workshop of 45 min. and 1 workshop of 90 min. FYP: 2 workshops of 90 min.

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	40%	4,5	Individual
Written Exam	60%	4.5	Individual. Written exam in Remindo TYP - TP1 (1st attempt) and RP1 (Re-sit) FYP – TP4 (1st attempt) and RP4 (Re-sit)

ECTS Breakdown

3 ECTS = 84 hours

FYP:
Workshop = 180 min/week = 21 hrs.
Assignment = 20 hrs.
Exam +mock exam preparation = 3 hrs.
Selfstudy = 6 hrs./week = 40 hrs.

TYP:
Workshop = 135 min/week = 16 hrs.
Assignment = 20 hrs.
Exam +mock exam preparation = 3 hrs.
Selfstudy = 6 hrs./week = 45 hrs.

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
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

Module Description: Public Speaking for Business

Credits	3 ECTS
Course Code	IB-P110-20
Entry requirements	
Year	1 FYP
Semester / Block	Sem 2 / Block 3 & 4
Weeks	14
Method	Workshop
Coordinator	Nanna Freeman
Lecturer(s)	
Course content/outline	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. 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. 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. 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.
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

Course Material (literature/tools)

Dynamic Presentations, Mark Powell, Cambridge UP, 2010, ISBN-10 0521150043, ISBN-13 978-0521150040

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	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.
Web lectures	.75	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

ECTS Breakdown

3 ECTS = 84 hours

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 2023-2024
For more information consult the conversion table		

Module Description: International Business Law

Credits	6 ECTS
Course Code	IB-P109-22
Entry requirements	
Year	1 FYP / 1 TYP
Semester / Block	Sem 2 / Block 3 & 4
Weeks	16
Method	Lecture, Workshop
Coordinator	Urem / Van der Molen
Lecturer(s)	Names
Course content/outline	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. 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.

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 aw.	2
LW10	Students appraise the legal and ethical consequences of business decisions in order to assess associated risks.	2

Commented [NV5]: @Mark Schiffmaier for your own module: this code needs to be IB -P109-22 instead of IB-P109-21. I have changed it here!

	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

Course Material (literature/tools)

A Basic Guide to International Business Law, Wevers, H, Wolters-Noordhof, 6th, 9789001298975

International Business Law: Text, Cases and Readings, August et al, Pearson 6th international edition, 978-0-273-76861-6

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	2	Lectures will be online/recorded
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

ECTS Breakdown

6 ECTS = 168 hours

Contact hours 14 x4	= 56
Reading/Class Preparation 14x6	= 84
Moot Court Preparation 2x5	= 10
Review/Exam Practice	= 14
Exam	= 4

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		
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: Introduction to Operations & Supply Chain

Credits	6 ECTS
Course Code	IB-P111-23
Entry requirements	
Year	1 FYP/ 1 TYP
Semester / Block	Sem 2 / Block 3 & 4
Weeks	14
Method	Lecture, Workshop
Coordinator	Peter den Hertog
Lecturer(s)	
Course content/outline	This course introduces students to the key functions and processes of Operations & Supply Chain and their interaction with other business functions. The cycle from sales to delivery to the customer and service take students from identifying market and business requirements to: • The concept of Supply Chains and their participants, including the associated terminology • Planning and Planning Levels (forecasting, S&OP, planning & scheduling, load & capacity) • Production and Delivery (planning & scheduling, load & capacity, quality, inventory, logistics and return logistics). The customer perspective is addressed by relating the Competitive Advantage concept to organizational Performance Objectives. Quality and Quality Management methods are included, as are an introduction to Process Improvement methods and the associated tools and data gathering techniques. Key words: Operations processes, planning & scheduling, load & capacity, quality, inventory, (return) logistics, process improvement, analysis tools
Learning outcomes	

PLO	Module Learning Outcome	Level (1-3)
TWM20	Evaluate operations processes within and between organisations.	1-2
MLO 1	Know the general position of Operations and interdependencies between Operations and other business functions. Describe possible consequences of actions for functions up- and downstream. Understand the concept of Competitive Advantage.	1
MLO 2	Explain the Operations processes involved in satisfying customer demand and describe the effectiveness of a 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.	1-2

MLO 3	Understand key concepts of Operations such as business functions procurement, forecasting, planning & scheduling, manufacturing and logistics.	1
MLO 4	Understand quality concepts and the need for continuous improvement and implement these improvements to an organisation.	1

Course Material (literature/tools)

Operations Management, Peter Jones & Peter Robinson, Oxford University Press, 2nd, 9780198724353 (print)
Learning materials on BS (lecture slides, case descriptions, learning activities, quizzes)
Various articles on current events relating to the lesson topics

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture / Workshop	1.5 hours per week during the entire semester	Q&A on previous lecture, discussion on quiz of previous lecture, summarizing lecturing on week's lesson topic, Q&A on studied materials and lecture, quiz, activities on current topic (cases, role play); discussion of current business event relating to topic

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5.5	Proctored exam with MC questions via Remindo

ECTS Breakdown

6 ECTS = 168 hours

Before workshop	Read materials	4	12	= 48
	Prepare questions for live class	1	12	= 12
Attend live class		1,5	12	= 18
Attend live class	Revisit slides and books, order notes	2	12	= 24
(for next class)	List questions that you want addressed	1	11	= 11
Prepare Q&A Session	Collect and send in questions	1	1	= 1
Participate Q&A Session		1,5	1	= 1,5
Watch Videos		1	12	= 12
Study for exam				= 38
Take exam				= 2,5

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Accounting II

Credits	3 ECTS
Course Code	IB-S223-19
Entry requirements	
Year	2 FYP / 2 TYP
Semester / Block	Sem 1 / Block 1
Weeks	8
Method	Lecture, Workshop
Coordinator	Florence Akebe
Lecturer(s)	
Course content/outline	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 polices that drive business development. 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) 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). 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)
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	**2**

	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	
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**

Course Material (literature/tools)

Financial & Managerial Accounting, Weygandt Kimmel & Kieso, Wiley, Third Edition, ISBN-13: 978-1-119-39160-9

The required literature is an e-book

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1 (90 minutes)	
Workshop	1 (90 minutes)	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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 (TP1 and second attempt RP1)

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

Conversion Information in case of Changes to the Module	Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
	For more information consult the conversion table		

Module Description: Statistics II

Credits	3 ECTS
Course Code	IB-S224-19
Entry requirements	
Year	2 FYP, 1 TYP
Semester / Block	Sem 1 / Block 2 FYP Sem 2 / Block 4 TYP
Weeks	8
Method	Lecture, Workshop
Coordinator	Diana Perra
Lecturer(s)	
Course content/outline	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

Course Material (literature/tools)

Statistics for Business and Economics, Mc. Clave, Pearson, 13th, 978-1292413396

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	2 x 2	Students need to self-study before come to the workshops.

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	1	5.5	Multiple choice question exam. The exam will be on Remindo.

				Students are allowed to bring one A4 sheet front and back with own notes to the exam.

ECTS Breakdown

3 ECTS = 84 hours

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

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Operations & Supply Chain

Credits	6 ECTS
Course Code	IB-S214-20
Entry requirements	
Year	2 FYP / 2 TYP
Semester / Block	Sem 1 / Block 1 & 2
Weeks	16
Method	Lecture, Workshop
Coordinator	Armand van Oostrom
Lecturer(s)	
Course content/outline	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

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

Course Material (literature/tools)	Operations Management, Slack & Brandon-Jones, Pearson, 10th edition 2022, 9781800066380 (incl MyOMexperience)

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	2 / per Weel	During the workshops the emphasis is on understanding the concepts and the applying these concepts in a case environment. The game demonstrates the dynamics as well as integrates the various parts of the module.
Game	8 / per Course	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Witten Exam	100%	5,5	Open questions based on a short case description

ECTS Breakdown

6 ECTS = 168 hours

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

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Corporate Social Responsibility

Credits	6 ECTS
Course Code	IB-S220-20
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Block 1 & 2
Weeks	14
Method	Lecture, Workshop
Coordinator	Jochem Vreeke
Lecturer(s)	
Course content/outline	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. 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.
Learning outcomes	

PLO	Module Learning Outcome	Level (1-3)
WT3	Explain the key topics and the relevance of ethics, corporate governance, and sustainability in an international business context	2
WT3	Understand the business ethics, corporate governance and sustainability trends in international business which influence strategy or business models	2
WT3	Analyze/evaluate a company's position concerning the application of ethics, corporate governance, and sustainability	2
WT1	Define best practices and/or gaps in company strategies or business models in the field of ethics, corporate governance and sustainability	2
LW10	Formulate potential business improvements in the field of ethics, corporate governance and sustainability using a relevant CSR/Sustainability assessment model	2

Course Material (literature/tools)

Literature for the module is published in a syllabus.

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture		
Activity Workshop	2/14	
Q&A Workshop.	2/14	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	50%	4,5	40 Muliple choice questions
Assignment	50%	4,5	Individual report, further specification in course syllabus

ECTS Breakdown

6 ECTS = 168 hours

Activity Workshops:	2 hours/week for 14 weeks	=28
Q&A Workshops:	2 hours/week for 4 weeks.	= 8
Reading:	± 660 pages at 6 page/hour	=110
Assessment:	20 hours	= 20
Exam:	2 hours	= 2

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
Business Ethics & Sustainability	IBMS-S209-14	No
Business Ethics & Sustainability	IBMS-S209-15	No
Corporate Social Responsibility	IB-S220-19	No
For more information consult the conversion table		

Module Description: Thinking in Action II: Argumentation in Writing and Film

Credits	3 ECTS
Course Code	IB-S227-21
Entry requirements	
Year	2 FYP / 2 TYP
Semester / Block	Sem 1 / Block 1 Sem 2 / Block 3
Weeks	7
Method	Workshop
Coordinator	Wypkje van der Heide
Lecturer(s)	
Course content/outline	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. 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. 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.
Learning outcomes	
Course Material (literature/tools)	Online manuals and documentary links will be provided via Brightspace. Another platform will be used for film clips and the group assignment.

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

Commented [NV6]: @Mark Schiffmaier for your own module description please check these. I have corrected it here already

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop offline	2 / 14	For documentary /film discussion
Workshop offline	1 / 7	For essay writing practice

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	60%	4.5	Individual Essay exam – to be planned during TP3 Resit during corresponding resit period
Assignment	40%	4.5	Group assignment – with online playlist, podcast and teaching in class – due in semester week 6, block 3 Resit TBA

ECTS Breakdown

3 ECTS = 86 hours

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 2023-2024
For more information consult the conversion table		

Module Description: Management of Information I

Credits	3 ECTS
Course Code	IB-S228-19
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Block 4
Weeks	7
Method	Workshop
Coordinator	Lou Smeding
Lecturer(s)	
Course content/outline	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

Course Material (literature/tools)

Syllabus on BrightSpace and free online reading material from Microsoft

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	2 hours /week	1 workshop of 2 class hours per week, for 7 weeks

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5,5	Application with Excel/Word (APPEX)

ECTS Breakdown	ECTS = 84		
	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

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Finance II

Credits	3 ECTS
Course Code	IB-S229-19
Entry requirements	
Year	2 FYP / 2 TYP
Semester / Block	Sem 2 / Block 3 (TYP) Sem 2 / Block 4 (FYP)
Weeks	8
Method	Lecture, Workshop
Coordinator	Maria Martina
Lecturer(s)	
Course content/outline	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 apply 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). 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.

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

Course Material (literature/tools)

Fundamentals of Corporate Finance Global Edition, Jonathan Berk, Peter DeMarzo, Jarrad Harford, Pearson, Fifth Edition, ISBN 9781292437156

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture (recorded)	1	
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

ECTS Breakdown

3 ECTS = 84 hours

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	36
Exam Practice:	10 hours	10
Exam:	2 hours	3

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
FINANCE II	IB-S229-19	
For more information consult the conversion table		

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

Credits	6 ECTS
Course Code	IB-S226-22
Entry requirements	
Year	2 TYP / 2 FYP
Semester / Block	Sem 1 / Block 1 & 2 Sem 2 / Block 3 & 4
Weeks	16
Method	Lecture, Workshop
Coordinator	Sara Palacios
Lecturer(s)	
Course content/outline	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. 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. 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. 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.

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: • 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	MLO 2: Applying digital marketing concepts correctly with significant contribution to the full customer journey.	2

landscape in a marketing strategy		
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

Course Material (literature/tools)

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

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop 1. Strategic Marketing Mgt. 2. International Marketing Mgt.	 2X45 mins 2X45min	Sem Block 1 Sem Block 1
Workshop 1. Digital Marketing 2. Sales Management	 2X45 mins 2X45min	 Sem Block 2 Sem Block 2

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	Assessment 1 – 60%	5,5	Open-book case-based exam with open-ended questions covering both sub-modules – Strategic Marketing and International Marketing Mgt. 2-hour exam in TP3 (wk 14) for main exam & RP3 (wk 26) for resit exam. Written exam and Remindo

	Written Exam	Assessment 2 – 40%	5,5	Open-book case-based exam with open-ended questions covering both sub-modules – Digital Marketing and Sales Management. 2-hour exam in TP4 (wk 24) for main exam & RP4 (wk 28) for resit exam. Written exam and Remindo

ECTS Breakdown

6 ECTS = 168 hours

Video Lectures:	2 hours/week for 14 weeks	28 hours
Workshops:	2 hours/week for 14 weeks	28 hours
Reading/video watching:	4 hours/week for 14 weeks	56 hours
Workshop preparation:	2 hours/week for 14 weeks	28 hours
Self-Study:		24 hours
Exam:		4 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: People & Organisation II

Credits	6 ECTS
Course Code	IB-S230-22
Entry requirements	
Year	2 TYP/ 2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2 Sem 2 / Blocks 3 & 4
Weeks	16
Method	Lecture, Workshop
Coordinator	Ms. B. Lopez
Lecturer(s)	
Course content/outline	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: 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. 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

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)	1. Identify and discuss the fundamental goals of HRM function 2. Describe main HR functions and people practices throughout the Employee Life Cycle (ELC) 3. 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)	4. Explain organizational human behaviors in relationship to the impact of organizational practices (motivation, change management, engagement, ...) 5. Identify how to maximize individual and group potential in order to drive organizational effectiveness	2
Personal & Professional	6. Connect how HR practices impact your PPD	2

	Development (LW9) (Respond appropriately to an unfamiliar, or unexpectedly changing, business environment)	7. How to respond towards change in a business environment	

Course Material (literature/tools)

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1/week = 14	
Workshop	2 = 28	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5.5	Hybrid exam (Multiple Choice + Open questions)
Assignment	P/F		Handed in week 14

ECTS Breakdown

6 ECTS = 84 hours

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

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

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

Module Description: L&C I Chinese Business Communication – Absolute beginners

Module Description: L&C I Chinese Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K005-21
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. Yabo Qian
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	1. MLOs linked to the oral skills. 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:	1

		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. 1. MLOs linked to the written skills. **2.1** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.2** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **2.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **2.5** 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	2. MLOs linked to the cultural competences. 3.1 Identify the main cultural values and beliefs represented in the target language/culture. 3.2 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 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.	1
Course Material (literature/tools)	Experiencing Chinese - Basic Course 1 Text Book, Higher Education Press, ISBN 978-7-04-020313-4 Experiencing Chinese - Basic Course 1 Work Book, Higher Education Press		

ISBN 978-7-04-025488-4

Teaching Form

Teaching Form	Class hours/Week	Extra information
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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

	Contact hours: 42 hours Per week: 2 class hours in campus +1 class hour online x 14 weeks Self-study time: 42 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 2023-2024
Language & Culture I: Chinese	IB-K005-21 Language & Culture I: Chinese	
For more information consult the conversion table		

Module Description: L&C I Dutch Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K002B-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. Juul Wolters
Lecturer(s)	
Course content/outline	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. 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. 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.

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

		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. 3. MLOs linked to the written skills. **2.3** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.4** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **3.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **3.5** 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	4. MLOs linked to the cultural competences. 3.4 Identify the main cultural values and beliefs represented in the target language/culture. 3.5 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.6 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Nederlands in Gang, Berna de Boer, Margaret van der Kamp, Birgit Lijmbach, Coutinho, 2017, ISBN 978-90-469-0560-9 The students also can purchase the online version of 'Nederlands in Gang' ISBN 9789046964026		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	4	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture I: Dutch	IB-K002-21 Language & Culture I: Dutch	
For more information consult the conversion table		

Module Description: L&C I Dutch Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K002E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. Juul Wolters
Lecturer(s)	
Course content/outline	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. 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. 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.

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. MLOs linked to the oral skills. 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

		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. 5. MLOs linked to the written skills. **2.5** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.6** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **4.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **4.5** 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	6. MLOs linked to the cultural competences. 3.7 Identify the main cultural values and beliefs represented in the target language/culture. 3.8 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.9 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Nederlands in Gang, Berna de Boer, Margaret van der Kamp, Birgit Lijmbach, Coutinho, 2017, ISBN 978-90-469-0560-9 The students also can purchase the online version of 'Nederlands in Gang' ISBN 9789046964026		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	5	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture I: Dutch	IB-K002-21 Language & Culture I: Dutch	
For more information consult the conversion table		

Module Description: L&C I French Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K003B-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. Angelique Le Guillou, Ms. Evelyn Armstrong Murris
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	4. MLOs linked to the oral skills. 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

		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. 7. MLOs linked to the written skills. **2.7** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.8** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **5.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **5.5** 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	8. MLOs linked to the cultural competences. 3.10 Identify the main cultural values and beliefs represented in the target language/culture. 3.11 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.12 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Quartier d'affaires A1, français professionnel et des affaires - Livre de l'élève +DVD, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937321 Quartier d'affaires A1, français professionnel et des affaires – cahier d'activités, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937338		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	6	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture I: French	IB-K003-21 Language & Culture I: French	
For more information consult the conversion table		

Module Description: L&C I French Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K003E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. Angelique Le Guillou, Ms. Evelyn Armstrong Murris
Lecturer(s)	
Course content/outline	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. 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. 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.

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. MLOs linked to the oral skills. 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

		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. 9. MLOs linked to the written skills. **2.9** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.10** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **6.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **6.5** 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	10. MLOs linked to the cultural competences. 3.13 Identify the main cultural values and beliefs represented in the target language/culture. 3.14 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.15 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Quartier d'affaires A1, français professionnel et des affaires - Livre de l'élève +DVD, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937321 Quartier d'affaires A1, français professionnel et des affaires – cahier d'activités, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937338		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	7	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture I: French	IB-K003-21 Language & Culture I: French	
For more information consult the conversion table		

Module Description: L&C I German Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K006B-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 &2
Weeks	14
Method	Workshop
Coordinator	Helmut Drabben
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	6. MLOs linked to the oral skills. 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:	1

		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. 11. MLOs linked to the written skills. **2.11** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.12** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **7.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **7.5** 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	12. MLOs linked to the cultural competences. 3.16 Identify the main cultural values and beliefs represented in the target language/culture. 3.17 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.18 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	DaF im Unternehmen A1, Kurs- und Übungsbuch mit Audios und Filmen, Ilse Dander, Andreea Farmache, Regine Grosser, Claudia Hanke, Viktoria Ilse, Klaus F. Mautsch, Daniela Schmeiser, Udo Tellmann, Ernst Klett Sprachen, 978-3-12-676440-7

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	8	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture I: German	IB-K006-21 Language & Culture I: German	
For more information consult the conversion table		

Module Description: L&C I German Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K006E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Helmut Drabben
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	7. MLOs linked to the oral skills. 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

		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. 13. MLOs linked to the written skills. **2.13** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.14** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **8.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **8.5** 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	14. MLOs linked to the cultural competences. 3.19 Identify the main cultural values and beliefs represented in the target language/culture. 3.20 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.21 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	DaF im Unternehmen A1, Kurs- und Übungsbuch mit Audios und Filmen, Ilse Dander, Andreea Farmache, Regine Grosser, Claudia Hanke, Viktoria Ilse, Klaus F. Mautsch, Daniela Schmeiser, Udo Tellmann, Ernst Klett Sprachen, 978-3-12-676440-7		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	9	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture I: German	IB-K006-21 Language & Culture I: German	
For more information consult the conversion table		

Module Description: L&C I Japanese Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K004-21
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. Kyoko Khosla
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	8. MLOs linked to the oral skills. 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

		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. 15. MLOs linked to the written skills. **2.15** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.16** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **9.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **9.5** 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	16. MLOs linked to the cultural competences. 3.22 Identify the main cultural values and beliefs represented in the target language/culture. 3.23 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.24 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	Marugoto A1-1 Rikai, Japan Foundation, Sanshusha, 9783875487084

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	10	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

Self-study time: 42 hours
Presentation (group work & individual work)

	Homework and study time Preparation for exams
Conversion Information in case of Changes to the Module	<table><tr><td>Predecessor Module Name</td><td>Osiris Code</td><td>Last Chance Exams to be offered in 2023-2024</td></tr><tr><td>Language & Culture I: Japanese</td><td>IB-K004-21 Language & Culture I: Japanese</td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td colspan="3">For more information consult the conversion table</td></tr></table>

Module Description: L&C I Portuguese Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K007-21
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Mr. Jean Gabain Boissy
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	9. MLOs linked to the oral skills. 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

		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. 17. MLOs linked to the written skills. **2.17** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.18** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: 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	18. MLOs linked to the cultural competences. 3.25 Identify the main cultural values and beliefs represented in the target language/culture. 3.26 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.27 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	Português XXI Livro do Aluno Nova Edição! 2, Ana Tavares, Lidel- edições técnicas lda, 978-946-030-6266 Português XXI Caderno de Exercicíos Nova Edição! 2, Ana Tavares, Lidel- edições técnicas lda, 978-946-030-6273

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	11	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours

	Per week: 2 class hours in campus +1 class hour online x 14 weeks Self-study time: 42 hours Presentation (group work & individual work) Homework and study time Preparation for exams
Conversion Information in case of Changes to the Module	<table><tr><td>Predecessor Module Name</td><td>Osiris Code</td><td>Last Chance Exams to be offered in 2023-2024</td></tr><tr><td>Language & Culture I: Portuguese</td><td>IB-K007-21 Language & Culture I: Portuguese</td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td colspan="3">For more information consult the conversion table</td></tr></table>

Module Description: L&C I Spanish Business Communication – Absolute beginners

Credits	3 ECTS
Course Code	IB-K001B-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. A. Fernández, Ms. V. Forero Cubillos
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	10. MLOs linked to the oral skills. 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:	1

		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. 19. MLOs linked to the written skills. **2.19** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.20** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **11.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **11.5** 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	20. MLOs linked to the cultural competences. 3.28 Identify the main cultural values and beliefs represented in the target language/culture. 3.29 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.30 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	Meta profesional 1 (edición internacional). Libro del estudiante. Diaz Gutierrez e.a., Intertaal, ISBN 978-94-6030-946-5

Meta profesional 1 (edición internacional). Libro de ejercicios, Diaz Gutierrez e.a, Intertaal, ISBN 978-94-6030-947-2

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	12	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

	Contact hours: 42 hours Per week: 2 class hours in campus +1 class hour online x 14 weeks Self-study time: 42 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 2023-2024
Language & Culture I: Spanish	IB-K001-21 Language & Culture I: Spanish	
For more information consult the conversion table		

Module Description: L&C I Spanish Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K001E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 1 / Blocks 1 & 2
Weeks	14
Method	Workshop
Coordinator	Ms. A. Fernández, Ms. V. Forero Cubillos
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	11. MLOs linked to the oral skills. 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

		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. 21. MLOs linked to the written skills. **2.21** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.22** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **12.4** Reading comprehension: 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	22. MLOs linked to the cultural competences. 3.31 Identify the main cultural values and beliefs represented in the target language/culture. 3.32 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.33 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Meta profesional 1 (edición internacional). Libro del estudiante. Diaz Gutierrez e.a., Intertaal, ISBN 978-94-6030-946-5 Meta profesional 1 (edición internacional). Libro de ejercicios, Diaz Gutierrez e.a, Intertaal, ISBN 978-94-6030-947-2		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	13	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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	**3 ECTS = 84 hours** **Contact hours: 42 hours** **Per week: 2 class hours in campus +1 class hour online x 14 weeks** **Self-study time: 42 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 2023-2024
Language & Culture I: Spanish	IB-K001-21 Language & Culture I: Spanish	
For more information consult the conversion table		

Module Description: L&C II Chinese Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K105-21
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Yabo Qian
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	23. MLOs linked to the oral skills. 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

		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. 24. MLOs linked to the written skills. **2.23** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.24** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **13.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **13.5** 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	25. MLOs linked to the cultural competences. 3.34 Identify the main cultural values and beliefs represented in the target language/culture. 3.35 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.36 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Experiencing Chinese - Basic Course 1 Text Book, Higher Education Press, ISBN 978-7-04-020313-4 Experiencing Chinese - Basic Course 1 Work Book, Higher Education Press ISBN 978-7-04-025488-4		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	14	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: Chinese	IB-K005-21 Language & Culture II: Chinese	
For more information consult the conversion table		

Module Description: L&C II Dutch Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K102E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Juul Wolters
Lecturer(s)	
Course content/outline	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. 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. 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.

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. MLOs linked to the oral skills. 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

		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. 26. MLOs linked to the written skills. **2.25** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.26** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **14.4** Reading comprehension: 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	27. MLOs linked to the cultural competences. 3.37 Identify the main cultural values and beliefs represented in the target language/culture. 3.38 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.39 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Nederlands in Gang, Berna de Boer, Margaret van der Kamp, Birgit Lijmbach, Coutinho, 2017, ISBN 978-90-469-0560-9 The students also can purchase the online version of 'Nederlands in Gang' ISBN 9789046964026		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	15	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: Dutch	IB-K102-21 Language & Culture II: Dutch	
For more information consult the conversion table		

Module Description: L&C II Dutch Business Communication – Pre-intermediate

Credits	3 ECTS
Course Code	IB-K102P-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Juul Wolters
Lecturer(s)	
Course content/outline	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. 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. 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.
Learning outcomes	

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	13. MLOs linked to the oral skills. 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

		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. 28. MLOs linked to the written skills. **2.27** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.28** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **15.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **15.5** 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	29. MLOs linked to the cultural competences. 3.40 Identify the main cultural values and beliefs represented in the target language/culture. 3.41 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.42 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Nederlands in Gang, Berna de Boer, Margaret van der Kamp, Birgit Lijmbach, Coutinho, 2017, ISBN 978-90-469-0560-9 The students also can purchase the online version of 'Nederlands in Gang' ISBN 9789046964026		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	16	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: Dutch	IB-K102-21 Language & Culture II: Dutch	
For more information consult the conversion table		

Module Description: L&C II French Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K103E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Angelique Le Guillou, Ms. Evelyn Armstrong Murris
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	14. MLOs linked to the oral skills. 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

		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. 30. MLOs linked to the written skills. **2.29** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.30** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **16.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **16.5** 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	31. MLOs linked to the cultural competences. 3.43 Identify the main cultural values and beliefs represented in the target language/culture. 3.44 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.45 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Quartier d'affaires A1, français professionnel et des affaires - Livre de l'élève +DVD, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937321 Quartier d'affaires A1, français professionnel et des affaires – cahier d'activités, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937338		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	17	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: French	IB-K103-21 Language & Culture II: French	
For more information consult the conversion table		

Module Description: L&C II French Business Communication – Pre-intermediate

Credits	3 ECTS
Course Code	IB-K103P-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Angelique Le Guillou, Ms. Evelyn Armstrong Murris
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	15. MLOs linked to the oral skills. 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

		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. 32. MLOs linked to the written skills. **2.31** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.32** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **17.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **17.5** 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	33. MLOs linked to the cultural competences. 3.46 Identify the main cultural values and beliefs represented in the target language/culture. 3.47 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.48 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Quartier d'affaires A1, français professionnel et des affaires - Livre de l'élève +DVD, Delphine Jégou, Mari Paz Rosillo, Cle international 9789462937321 Quartier d'affaires A1, français professionnel et des affaires – cahier d'activités, Delphine Jégou, Mari Paz Rosillo, Cle international		

	9789462937338

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	18	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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	**3 ECTS = 84 hours** **Contact hours: 42 hours** **Per week: 2 class hours in campus +1 class hour online x 14 weeks** **Self-study time: 42 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 2023-2024
Language & Culture II: French	IB-K103-21 Language & Culture II: French	
For more information consult the conversion table		

Module Description: L&C II German Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K106E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Helmut Drabben
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	16. MLOs linked to the oral skills. 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:	1

		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. 34. MLOs linked to the written skills. **2.33** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.34** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **18.4** Reading comprehension: 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	35. MLOs linked to the cultural competences. 3.49 Identify the main cultural values and beliefs represented in the target language/culture. 3.50 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.51 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	DaF im Unternehmen A1, Kurs- und Übungsbuch mit Audios und Filmen, Ilse Dander, Andreea Farmache, Regine Grosser, Claudia Hanke, Viktoria Ilse, Klaus F. Mautsch, Daniela Schmeiser, Udo Tellmann, Ernst Klett Sprachen, 978-3-12-676440-7

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	19	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: German	IB-K106-21 Language & Culture II: German	
For more information consult the conversion table		

Module Description: L&C II German Business Communication – Pre-intermediate

Credits	3 ECTS
Course Code	IB-K106P-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Helmut Drabben
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	17. MLOs linked to the oral skills. 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

		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. 36. MLOs linked to the written skills. **2.35** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.36** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **19.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **19.5** 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	37. MLOs linked to the cultural competences. 3.52 Identify the main cultural values and beliefs represented in the target language/culture. 3.53 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.54 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	DaF im Unternehmen A1, Kurs- und Übungsbuch mit Audios und Filmen, Ilse Dander, Andreea Farmache, Regine Grosser, Claudia Hanke, Viktoria Ilse, Klaus F. Mautsch, Daniela Schmeiser, Udo Tellmann, Ernst Klett Sprachen, 978-3-12-676440-7		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	20	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: German	IB-K106-21 Language & Culture II: German	
For more information consult the conversion table		

Module Description: L&C II Japanese Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K104-21
Entry requirements	
Year	2 FYP
Semester / Block	2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Kyoko Khosla
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	18. MLOs linked to the oral skills. 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

		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. 38. MLOs linked to the written skills. **2.37** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.38** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **20.4** Reading comprehension: 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	39. MLOs linked to the cultural competences. 3.55 Identify the main cultural values and beliefs represented in the target language/culture. 3.56 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.57 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	Marugoto A1-1 Rikai, Japan Foundation, Sanshusha, 9783875487084

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	21	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

Self-study time: 42 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 2023-2024
Language & Culture II: Japanese	IB-K104-21 Language & Culture II: Japanese	
For more information consult the conversion table		

Module Description: L&C II Portuguese Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K107-21
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Mr. Jean Gabain Boissy
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	19. MLOs linked to the oral skills. 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

		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. 40. MLOs linked to the written skills. **2.39** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.40** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **21.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **21.5** 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	41. MLOs linked to the cultural competences. 3.58 Identify the main cultural values and beliefs represented in the target language/culture. 3.59 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.60 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Português XXI Livro do Aluno Nova Edição! 2, Ana Tavares, Lidel- edições técnicas lda, 978-946-030-6266 Português XXI Caderno de Exercicíos Nova Edição! 2, Ana Tavares, Lidel- edições técnicas lda, 978-946-030-6273		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	22	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: Portuguese	IB-K107-21 Language & Culture II: Portuguese	
For more information consult the conversion table		

Module Description: L&C II Spanish Business Communication – Elementary

Credits	3 ECTS
Course Code	IB-K101E-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. A. Fernández, Ms. V. Forero Cubillos
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	20. MLOs linked to the oral skills. 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

		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. 42. MLOs linked to the written skills. **2.41** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.42** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **22.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **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	43. MLOs linked to the cultural competences. 3.61 Identify the main cultural values and beliefs represented in the target language/culture. 3.62 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.63 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Meta profesional 1 (edición internacional). Libro del estudiante. Diaz Gutierrez e.a., Intertaal, ISBN 978-94-6030-946-5 Meta profesional 1 (edición internacional). Libro de ejercicios, Diaz Gutierrez e.a, Intertaal, ISBN 978-94-6030-947-2		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	23	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: 42 hours
Per week: 2 class hours in campus +1 class hour online x 14 weeks

	Self-study time: 42 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 2023-2024
Language & Culture II: Spanish	IB-K101-21 Language & Culture II: Spanish	
For more information consult the conversion table		

Module Description: L&C II Spanish Business Communication – Pre-intermediate

Credits	3 ECTS
Course Code	IB-K101P-23
Entry requirements	
Year	2 FYP
Semester / Block	Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. A. Fernández, Ms. V. Forero Cubillos
Lecturer(s)	
Course content/outline	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. 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. 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	21. MLOs linked to the oral skills. 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

		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. 44. MLOs linked to the written skills. **2.43** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.44** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **23.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **23.5** 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	45. MLOs linked to the cultural competences. 3.64 Identify the main cultural values and beliefs represented in the target language/culture. 3.65 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.66 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1
Course Material (literature/tools)	Meta profesional 1 (edición internacional). Libro del estudiante. Diaz Gutierrez e.a., Intertaal, ISBN 978-94-6030-946-5 Meta profesional 1 (edición internacional). Libro de ejercicios, Diaz Gutierrez e.a, Intertaal, ISBN 978-94-6030-947-2		

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	24	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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	**3 ECTS = 84 hours** **Contact hours: 42 hours** **Per week: 2 class hours in campus +1 class hour online x 14 weeks** **Self-study time: 42 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 2023-2024
Language & Culture II: Spanish	IB-K101-21 Language & Culture II: Spanish	
For more information consult the conversion table		

IB Year 3 Modules

Module Description: Career Development year 3

Module Description: Career Development

Credits	3 ECTS
Course Code	IB-S310-22
Entry requirements	
Year	3 FYP
Semester / Block	1 / Block 1 & 2 (every other week for 14 weeks),
Weeks	8
Method	Lecture
Coordinator	Lilian Völker
Lecturer(s)	
Course content/outline	In addition to acquiring domain-specific knowledge and skills, students need to develop a set of career self-management skills that helps them to successfully navigate through various career-related challenges and that can stimulate their well-being, engagement, and study performance (Akkermans et al. 2018). In this module, students will develop the following career self-management skills: reflection on capacities and motivation, career exploration 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. This module aims to equip students with the practical tools needed to secure an internship in a desired company.
Course Material (literature/tools)	All materials will be published on Brightspace.

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1	Lecture will be used for transfer of information and material, workshop will be actively engaging with the materials.
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	P/F 100%	P 5,5	1. Reflection assignment (P/F) 2. CV and video Application (graded)

ECTS Breakdown	**3 ECTS = 84 hours** **5,25 hrs - lectures** **10,5 hrs – workshops & individual and peer coaching** **70,25- hrs - self-study**
Conversion Information in case of Changes to the Module	Predecessor Module Name / Osiris Code / Last Chance Exams to be offered in 2023-2024 For more information consult the conversion table

Module Description: Management of Information II

Credits	6 ECTS
Course Code	IB-S313-22
Entry requirements	
Year	3 FYP
Semester / Block	Sem 1 / Block 1 & 2
Weeks	7
Method	Workshop
Coordinator	Lou Smeding
Lecturer(s)	
Course content/outline	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.

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

Course Material (literature/tools)

Syllabus on Bright Space, and free online material from Microsoft

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	*2 * 2*	During 7 weeks, 2 workshops per week, each workshop is 2 class hours

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	100%	5,5	Application with PowerBI (APPPBI)

ECTS Breakdown

6 ECTS = 168 hours

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

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
Management of Information II	IB-S313-21	yes
For more information consult the conversion table		

Module Description: EXPLICO Elective

Credits	3 ECTS
Course Code	IB-K201-21
Entry requirements	
Year	3 FYP
Semester / Block	Sem 1 / Block 2 Sem 2 / Block 4
Weeks	7
Method	Lecture, Workshop
Coordinator	Marloes Ambagts, Refiya Scheltinga
Lecturer(s)	
Course content/outline	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. 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. 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. 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. Throughout the project, students will keep track of their own development in a reflection log that culminates in a multimedia reflection product. 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.
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 wicked 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

Course Material (literature/tools)

Online instructions and input via Interactive Sways to be shared via Brightspace

Teaching Form

Teaching Form	Class hours/Week	Extra information
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	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact hours: = 12 hours
Group work: = 48 hours
Individual work: = 24 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Business in Asia (BiA) Minor

Credits	15 ECTS
Course Code	BFM-HMVT20-BIA
Entry requirements	
Year	4 FYP
Semester / Block	2 / Block 3
Weeks	8
Method	Lecture, Workshop, Seminar
Coordinator	E. Van der Molen
Lecturer(s)	
Course content/outline	The minor consists of three submodules: Asia: Politics, Economic & Society (PES, 6 credits) is aimed at placing the current reality of Asian economic dynamism in a broader perspective of history, government policy, international relations and current and future economic, geopolitical and environmental challenges and providing deeper insight in the major economies of the region such China, Japan, South Korea, India and Vietnam, with a look at these countries' history, economy , (business) culture and business opportunities. 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. 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. PES and BCM can be taken separately as elective module. Essay alone cannot be taken as a separate elective module.

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

Course Material (literature/tools)

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 Form

Teaching Form	Class hours/Week	Extra information
PES Seminars	2x2 hours x 5	
BCM Workshop	2x2 hours/ 7 weeks	
Essay Workshops	2 hours/ 7 weeks	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

ECTS Breakdown

15 ECTS = 420 hours

Lectures & Workshop	= 62
Essay	= 84
PES Book Review	= 68
BCM Portfolio	= 68
Exams	= 6
Reading/Self Study	=132

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Sustainable Business Minor

Credits	15 ECTS
Course Code	BFM-HMVT22-SB
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 1 / Block 1 Sem 2 / Block 3
Weeks	7
Method	Lecture
Coordinator	Angela Roe
Lecturer(s)	
Course content/outline	The minor consists of four submodules: 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. 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. 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.

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.

Each submodule can be taken separately.

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

Course Material (literature/tools)

Readings such as articles & Cases provided through the Learning Environment

Teaching Form

Teaching Form	Class hours/Week	Extra information
ISB: workshops	2 hours x 7 weeks	• 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	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

15 ECTS = 420 hours

Lectures & Workshops	=	56
Individual assignment + resit	=	280
Group presentations + resit	=	54
Class preparation	=	30

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: International Entrepreneurship Elective

Credits	15 ECTS
Course Code	**BFM-HMVT20-ENTRE**
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	2 / Block 3
Weeks	8
Method	Lecture
Coordinator	Ms. A.J.A Swakhoven (co-coordinator), Mr. A. Kraaij (co-coordinator), Mr. J. Vreeke
Lecturer(s)	
Course content/outline	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). 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. Key words: business model experimentation & generation, frugal innovation, design thinking & doing, sustainability
Course Material (literature/tools)	Business Model Generation, Osterwalder, A., & Pigneur, Y.), John Wiley & Sons, 2009, ISBN 978-0-470-87641-1 Change by Design – how design thinking transforms organizations and inspires innovation, Brown, T. HarperCollins Publishers, 2009, ISBN-13 978-0-062-85662-3 The Frugal Innovator – Creating change on a shoestring budget, P Leadbeater, C. Algrave MacMillan. (2014), ISBN 978-1-137-33536-4 Effectual Entrepreneurship, Read, S., Sarasvathy, S., Dew, N., Wiltbank, R., & Ohlosson, A.-V. (2010), Londen/New York, Taylor & Francis LTD., ISBN 978-1-138-92378-2
Teaching Form	**Teaching Form** | **Class hours/Week** | **Extra information** Workshop | 3 x 3 hours per week | Workshops (Guest) lectures Peer-to-peer feedforward Canvassing & experimenting Service & product prototyping

		Company visits and network activities / events Workload is 420 hours

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	*30%*	*4.5*	Group Portfolio of business growth path (digital)
Presentation	*40%*	*4.5*	Group Pitch / group visual of summarized portfolio *(for example infographic and/or cut-out style video)*
Oral	*30%*	*4.5*	Assessment on individual entrepreneurial growth path (verbal)

ECTS Breakdown

15 ECTS = 420 hours

Workshop: 9 hours/week for 7 weeks	= 91 hours
Self-study & group work:	= 328 hours
Assessments:	= 1 hour

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Purposeful Marketing Challenge Minor

Credits	15 ECTS
Course Code	IB-HMVT21-CBG
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 1 / Block 1 (FYP) Sem 2 / Block 3 (TYP)
Weeks	8
Method	Lecture
Coordinator	Jennifer Cakir
Lecturer(s)	
Course content/outline	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. 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: 1) Stakeholder-driven business project: Solving a stakeholder-driven business problem for a real purposeful business. 2) Integrated project management practice. 3) Leadership development practice. 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. Class will be conducted in English, therefore students are expected to have a fluent level of English to participate

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

Course Material (literature/tools)

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	8 hrs / 7 wks	
Self-study	40 hrs / 8 wks	
Assessments	42 hours / 2 wks	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Presentation	70%	5.5	Group presentation solving problem
Assignment	30%	5.5	Individual reflection

ECTS Breakdown

15 ECTS = 420 hours

Lecture/workshop = 56 hours
Self-study = 280 hours
Assessments = 84 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Business in Europe Minor

Credits	15 ECTS
Course Code	BFM-HMVT22-BiE
Entry requirements	
Year	3 FYP
Semester / Block	Sem 1 / Block 1
Weeks	10
Method	Lecture
Coordinator	Pieter de Vos
Lecturer(s)	
Course content/outline	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. Part D is an integrated project where all theories, concepts and learnings of the courses A,B and C are applied. Courses cannot be taken individually. 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 region be al 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 be 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 be 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

Course Material (literature/tools)

Europe in 12 lessons, P. Fontaine, European Commission, 2018
978-92-79-71562-4

The European Union on how does it work?, Kenealy, Oxford
9780198807490

Europe Clash, the EU, European Identity and the future of Europe, Fligstein, Oxford, 2010, 9780199580859

Articles, white papers and other study materials will be provided during class

Teaching Form

Teaching Form – Part A	Class hours/Week	Extra information IB-K800-21
Lecture and workshop	2 class hours per week (90 minutes) for 6 weeks	6 weekly assignments and a portfolio. The portfolio needs to be handed in in week 7

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	40%	*5,5*	Weekly assignments
Professional Product	60%	*5,5*	1 portfolio

ECTS Breakdown

3 ECTS = 84 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Teaching Form

Teaching Form – Part B	Class hours/Week	Extra information B-K801-21
Lecture and workshop	2 class hours per week (90 minutes) for 6 weeks	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

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	40%	*5,5*	2 assignments
Professional Product	60%	*5,5*	1 portfolio

ECTS Breakdown

3 ECTS = 84 hours

Teaching Form

Teaching Form – Part C	Class hours/Week	Extra information IB-K802-21
Lecture and workshop	2 class hours per week (90 minutes) for 6 weeks	6 weekly assignments

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	100%	*5,5*	6 weekly assignments

ECTS Breakdown

3 ECTS = 84 hours

Teaching Form

Teaching Form – Part D	Class hours/Week	Extra information IB-K803-21
Lecture and workshop	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Group presentation	20%	*5,5* (week 7)	
Group report	80%	*5,5* (week 7)	

ECTS Breakdown

6 ECTS = 168 hours

Module Description: Business Analytics Minor

Credits	15 ECTS
Course Code	BFM-HMVT22-BA
Entry requirements	
Year	3 TYP/ 4 FYP
Semester / Block	Sem 2 / Block 3
Weeks	7
Method	Lecture
Coordinator	Mathis Mourey
Lecturer(s)	
Course content/outline	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. 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. 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 then 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. 3 ECTS: Data visualization for business problems with Power BI (DV) 6 ECTS: Data analytics for business problems with JASP (DA) 6 ECTS: Capstone project with business data (project) Students can choose: 6 ECTS: 6ECTS (DA); 9 ECTS: 3ECTS (DV) + 6ECTS (DA); 15 ECTS: 3ECTS (DV) + 6ECTS (DA) + 6ECTS (project) 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).

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

Course Material (literature/tools)

to be shared via Brightspace

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture+Workshop – Data Visualization	2 hours x 1/4 week	Lecture+Workshop – Data Visualization
Lecture+Workshop – Data Analytics	2 hours x 2/7 week	Lecture+Workshop – Data Analytics
Project whorkshops	2 hours x 1/7 week	Project whorkshops

ECTS Breakdown

15 ECTS =420

3 ECTS: Data visualization for business problems with Power BI (DV)

Lectures+Workshops:	2 hours*1/week for 4 weeks	= 8
Reading:	16 hours	= 16
Self study:	40 hours	= 40
Preparing Power BI and group presentation:	20 hours	= 20

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

6 ECTS: Capstone project with business data (project)

Workshops:	2 hours*1/week for 7 weeks	= 14
Reading:	32 hours	= 32
Self study:	84 hours	= 84
Preparing group presentation:	10 hours	= 10
Writing assignment:	30 hours	= 30

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Business NGO Collaboration Minor

Credits	15 ECTS
Course Code	IB-HMVT23-NGO
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 2 / block 3
Weeks	7
Method	Lecture, Workshop
Coordinator	Emmanuel Ekpenyong
Lecturer(s)	
Course content/outline	Businesses and Non Governmental Organizations (NGOs) are important organizations in today's world, but they have different goals. Whereas business seeks to make profits by solving societal challenges, NGOs have a different priority. NGOs are seen "as social, cultural, legal, and environmental advocacy and/or operational groups that have goals that are primarily non-commercial." Kourula and Laasonen (2009: 36). Partly due to this reason, the relationship between international businesses and NGOs can sometimes be contentious, but in other situations, it can be mutually beneficial. The course explores this tension while focusing on how positive collaboration in the form of cross-sector partnership between the two organizations can leverage the strengths of both parties in the delivery of Sustainable Development Goals. The course starts with an introduction to an understanding of NGOs in terms of their goal and operating model. It further exposes the students to the different types of NGOs. Students will also learn about the meaning of the so-called 'wicked' problems and why it requires collaborations amongst diverse stakeholders groups for society to tackle these types of challenges. The course closes with a look at cross-sector partnership. A cross-sector partnership is a significant interaction between organizations from different sectors, in this case, businesses and NGOs, to address a common goal (Clarke & Crane, 2018). It is fairly accepted that no one organization has the resources and competencies to solve the complex socio-economic challenges of our time. Cross-sector collaborations between business and NGOs is recognized as a powerful vehicle for addressing these challenges and helping to achieve the SDGs. The course will discuss this collaboration in general, and in particular, it will look at their benefits for the society, firm, and the NGO. It will also explore the challenges involved in such collaboration. The course will be divided into two parts, the first part is a regular course with lectures and workshop, while the second part will be 7 guest lectures delivered by NGO and business management staff with experience in business-NGO collaborations.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
Analyse patterns in global macro-economic factors and policies that drive international trade and business development (WT3)	1. Assess the role, and operating model of Non Governmental Organizations(NGOs) in society.	2
Analyse patterns in global macro-economic factors and policies that drive international trade and business development (WT3)	2. Analyse the challenges associated with international business-NGOs collaboration.	3
Formulate own position concerning ethical and social responsibility in a professional environment (LW10)	3. Evaluate intractable challenges in society that lend themselves to cross-sector partnerships.	2
Evaluate the operations processes within and between organisations (TWM20)	4. Formulate cross-sector partnershop proposal for NGO's and international businesses collaboration.	

Course Material (literature/tools)

Selected academic articles and news reports.

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshops		
Guest lectures		
Lessons		

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Individual assignment	60	5.5	
Group presentation	40	5.5	

ECTS Breakdown	3 ECTS = 420 hours Weekly workshops (lectures, discussions, student presentations, feedback sessions,): 21 hours Weekly guest lectures(by guest lecturers from NGO and industry): 32 Individual video assignment + resit: 200 hours Group presentations preparation/presentation: 40 hours Grading individual assignment: 50 hours Grading group presentation: 25 hours Grading guest lectures reflection/essay portfolio: 50 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Online Business Consultant

Credits	15 ECTS
Course Code	BFM-HMVT21-BD
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 2 / block 4
Weeks	7
Method	Lecture, Workshop
Coordinator	Ms. Anja Berkelaar
Lecturer(s)	
Course content/outline	In the minor Online Business Consultant, we apply UpToDate online theory and online tools to practical data of real clients.. We conduct various sub-research projects for our clients, including search engine marketing, social media, mobile marketing, affiliate marketing, Google Analytics, growth models, website usability, competitor analysis, and DESTEP analysis, among others. It is a hands-on minor where students learn to actively engage in online business as junior advisors. Students write a professional advisory report and present it to the client. Students improve their curiosity, analytical ability, strategic insights, their online marketing knowledge, practice their advising communication & presentation skills, they train project management and their result orientation. Last but not least they show their ability to drive change in a commercial business environment.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
	TO BE COMPLETED	

Course Material (literature/tools): TO BE COMPLETED

Teaching Form

Teaching Form	Class hours/Week	Extra information

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information

	TO BE COMPLETED
ECTS Breakdown	**TO BE COMPLETED**

Conversion Information in case of Changes to the Module	Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
	For more information consult the conversion table		

Electives

Module Description: Current Business and Economic Trends (CBET)

Module Description: Current Business and Economic Trends (CBET) Elective

Credits	6 ECTS, 3 ECTS (old curriculum 4 FYP)
Course Code	IB-K403-21 CBET 2021 (6 ECTS) IBMS-S403-16 CBET 2021 (3 ECTS)
Entry requirements	
Year	3TYP / 4FYP or Y5 for IB-5 or weaver students
Semester / Block	Sem 2 / block 3 and / or block 4 (3 or 6 ects)
Weeks	8
Method	Lecture
Coordinator	René van der Linden
Lecturer(s)	
Course content/outline	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

Course Material (literature/tools)

Economics, John Sloman & Dean Garratt & Jon Guest (2018), Pearson, 10th 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

Learning materials on Bright Space

Teaching Form

Teaching Form	Class hours/Week	Extra information
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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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)	Goup 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
Participation	P/F	Pass	Critical discussion research proposal, draft paper with peer review

ECTS Breakdown

6 ECTS = 168 hours

Lectures:	2 hours/week for 7 weeks = 14
Workshops:	2 hours/week for 7 weeks = 14
Reading:	26 hours = 26
Making essay questions:	24 hours = 24
Preparing group presentation:	6 hours = 6
Consultancy sessions: 2 hours/week for 4 weeks	= 8
Reading: 32 hours	= 32
Writing proposal /academic paper: 44 hours	= 44

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Valuation Elective

Credits	3 ECTS
Course Code	IBMS-FIN8-11
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 2 / Blocks 3 or 4
Weeks	7
Method	Lecture
Coordinator	Mathis Mourey
Lecturer(s)	
Course content/outline	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

Course Material (literature/tools)	Measuring and managing the value of companies, Tim Koller, Marc Goedhart, David Wessels, McKinsey & Company, 7th (2020), 978-1119610885

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1 hour	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	1 hour	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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.

ECTS Breakdown

3 ECTS = 84 hours

Lectures + Workshops = 14 hours
Self-Study = 40 hours
Project = 30 hours

The assignment consists of the valuation of the company Netflix. The assignment is twofold:

1.Valuation of Netflix (Pass/Fail - excel file):
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):

- 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

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).

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. You 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.
Conversion Information in case of Changes to the Module	Predecessor Module Name / Osiris Code / Last Chance Exams to be offered in 2023-2024 For more information consult the conversion table

Module Description: Business in Latin America Elective

Credits	9 ECTS
Course Code	IB-K203-21
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 2 / Block 3
Weeks	7
Method	Lecture
Coordinator	C. Meiller
Lecturer(s)	
Course content/outline	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. The elective is made up of 3 instructional lanes: Latin American Business Practices (LABP) This instructional lane discusses how are specific business functions such as: • Management, • Marketing, • Human Resources, • Logistics/Supply Chain, • Finance 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. Latin American Economic Analysis (LADD) 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. Latin America Socioeconomic History & Culture (LASH) 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.

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

Course Material (literature/tools)

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

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture LASH	2	A few lectures involve guest lecturers: LatAm ambassadors, Managers of certain LatAm commerce offices, regional experts,
Lecture LADD	2	
Lecture LABP	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

ECTS Breakdown

9 ECTS = 252 hours (3 modules at 84 each)

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

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Behavioural Economics Elective

Credits	6 ECTS
Course Code	IB-K208-22
Entry requirements	
Year	3-4
Semester / Block	Sem 2 / Block 3
Weeks	7
Method	Lecture
Coordinator	Suthinee Oussoren-Supanantaroek
Lecturer(s)	
Course content/outline	Behavioural Economics focuses on explaining how people behave in 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. 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 "new economic thinking" and tools that fit for the twenty-first century. 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. 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.
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 analyze 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

Course Material (literature/tools)

A course in Behavioural Economics, Erik Angner, Red Globe Press, 3rd edition (November 27, 2020), 9781352010800

The Making of Behavioural Economics MISBEHAVING, Richard H. Thaler, W.W. Norton & Companyt, First edition, 2016, 9780393352795

Other literature/remarks:

Kahneman, D. (2011). Thinking, Fast and Slow. New York: Farrar, Straus and Giroux.

Poundstone, W. (2015). How to predict the unpredictable: The art of outsmarting almost everyone. London: Oneworld Publications.

Thaler, R.H. & Sunstein, C.R. (2008). Nudge: Improving decisions about health, wealth and happiness. Yale University Press.

Ariely, D. (2008). Predictably Irrational: The hidden forces that shape our decisions. Harper Collins Publishers.

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	1.5	1.5 hour per week x 7 weeks = *10.5 hours*
Workshop	1.5	1.5 hours per week x 7 weeks = *10.5 hours*
Consultation (group)	1	1 hour per week x 7 weeks = *7 hours*

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	Weight (40%)	5.5	Individual critical review assignment
Presentation	Weight (50%)	5.5	Group presentation (50%) and individual Q&A (50%)
Assignment	Weight (10%)	5.5	Learning log (just to keep track on the

			progress and process)

ECTS Breakdown

ECTS = 168 hours

Synchronous study activities

Lectures: 1.5 hour/week for 7 weeks = **10.5**
Workshops: 1.5 hours/week for 7 weeks = **10.5**
Consultation (group): 1 hour/week for 7 weeks = **7.0**

Asynchronous study activities

Self-study and self-reflection/learning log: 3 hours/week for 7 weeks + 35 hours for reading the materials before week = **56**
Read assigned articles and make notes: 3 hours/week for 7 weeks = **21**
Group work on presentation (research and discussion): = **32**
Work on individual critical review assignment – review the lecture notes, search for information online and offline, write a critical review, seek for feedback, make an adjustment: = **30**
Group presentation and individual Q&A: 60 minutes per group for 6 groups = **1**

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: ATU-THUAS Virtual Exchange Elective

Credits	3 ECTS
Course Code	IB-K206-21
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 2 / Block 4
Weeks	7
Method	Lecture
Coordinator	Sushy Mangat
Lecturer(s)	
Course content/outline	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 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
LW14	Identify cultural similarities, differences, preferences and needs (LW14)	2
TWM24, WT2	Develop a digital product solution suitable for both the Ghanaian and Dutch market (TWM24, WT2)	2
LW11 & 12	Able to work in cross-cultural teams with creativity, flexibility and adaptability ; Demonstrate an understanding of intercultural challenges and how to address them (LW11 & 12)	2
LW13	Demonstrate knowledge of intercultural competence (i.e. cognitive, affective and behavioural skills) to enhance effective communication (LW13)	2
WW6	Work collaboratively by using digital applications (WW6)	2

Course Material (literature/tools)	

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	12 in total	All of the lectures take place in the first two weeks of the course
Consultations	2/7 weeks	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Presentation	Presentation		Group assignment culminating in a presentation
50% P/F	50% P/F		Individual reflection

ECTS Breakdown

3 ECTS = 84 hours

Lectures = 14 hours
Consultation = 14 hours
Presentations = 6 hours
Group work = 35 hours
Reflection = 15 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Sustainable Fashion Brand Audit Research Elective

Credits	3 ECTS
Course Code	IB-K209-22
Entry requirements	
Year	4 FYP
Semester / Block	Sem 2 / Block 3
Weeks	8
Method	
Coordinator	Drs. M. Li Fo Sjoe
Lecturer(s)	
Course content/outline	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. 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). It's strongly advised for all students to participate in all workshops throughout the 8 weeks to be successful in this 3 ECTS module. Maximum capacity of this Elective is capped at maximum 20 IB students.

Learning outcomes

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

Course Material (literature/tools)

Principles of Marketing,	Kotler/Armstrong	Pearson	18 GE	9781292341132
Strategic Brand Management,	Keller/Swaminathan	Pearson	5th GE	9781292314969
Research methods for business students,	Saunders, M., Lewis, P., & Thornhill, A;	Pearson	7th	9781292016627
AND/OR:	David E. Gray	SAGE	1st	9781473915688

Teaching Form

Teaching Form	Class hours/Week	Extra information
Workshop	2	84 hours (3 ECTS) Workshops/ Etcetera – 16 hours average of @2hrs/week Other: Self Study/ Etcetera – 68 hours average of @8,5hrs/week
Others	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	100%	5,5	Written Group Report

ECTS Break down

3 ECTS = 84 hours

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 2023-2024
For more information consult the conversion table		

Module Description: Survival Dutch Elective

Credits	3 ECTS
Course Code	IB-DBCFES-21
Entry requirements	
Year	2 FYP (exchange students only)
Semester / Block	Sem 1 / Blocks 1 & 2 Sem 2 / Blocks 3 & 4
Weeks	14
Method	Workshop
Coordinator	Ms. Juul Wolters
Lecturer(s)	
Course content/outline	The Elective Survival Dutch especially for Exchange students offers an introduction to the Dutch Language & Culture. The aim is to make the students familiar with daily life situations they encounter during their exchange period also they will be familiarized with basic Dutch business communication on both oral and written level. The module has a communicative interactive 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.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
WW5 International Business Communication: additional Languages LW11 Intercultural Proficiency LW13 Intercultural Proficiency LW14 Intercultural Proficiency	22. MLOs linked to the oral skills. 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	1

		answering questions about personal details, and by conveying information and instructions in everyday situations. 46. MLOs linked to the written skills. **2.45** Vocabulary: Use a correct repertoire of words and idioms related to personal details and certain concrete situations in written assignments. **2.46** Grammar: Apply a range of grammatical structures and sentence patterns appropriately in written messages. 2.3 Coherence: Build correct sentences using words or groups of words and sentences in written messages in a logical order, connecting all parts effectively. **24.4** Reading comprehension: Understand the contents of texts, providing the right answers to related questions. **24.5** 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	47. MLOs linked to the cultural competences. 3.67 Identify the main cultural values and beliefs represented in the target language/culture. 3.68 Compare and contrast how culture influences attitudes and practices by fostering respect, openness and curiosity. 3.69 Indicate at least two differences and two similarities between own culture and the new one, that are relevant and related to the topic.	1

Course Material (literature/tools)	Nederlands in Gang, Berna de Boer, Margaret van der Kamp, Birgit Lijmbach, Coutinho, 2017, ISBN 978-90-469-0560-9 The students also can purchase the online version of 'Nederlands in Gang' ISBN 9789046964026

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture/Workshop	25	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

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
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

3 ECTS = 84 hours

Contact time: 21 hours
1 sessions per week: 2 hours (90 min)) x 14 weeks
Self-study time: 63 hours
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 2023-2024
	Language & Culture I: Dutch	IB-DBCFES-21 Language & Culture I: Dutch	
	For more information consult the conversion table		

Module Description: Inclusive Entrepreneurship & Global Citizenship Elective

Credits	3 ECTS
Course Code	IB-K210-22
Entry requirements	
Year	3 TYP / 4 FYP
Semester / Block	Sem 1 / Block 1 Sem 2 / Block 4
Weeks	7
Method	Lecture
Coordinator	Sushy Mangat
Lecturer(s)	
Course content/outline	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. 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. As a result, inclusive entrepreneurship plays an important role in the natural development of global citizenship and its importance to us all. 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.
Learning outcomes	

PLO	Module Learning Outcome	Level (1-3)
LW12	Able to work in cross-cultural teams with creativity, flexibility and adaptability.	2
LW11	Demonstrate an understanding of intercultural challenges and how to address them.	2
LW13	Demonstrate knowledge of intercultural competence (i.e. cognitive, affective and behavioural skills) to enhance effective communication.	2
WT1, WT3	An in-depth understanding of EU policies to be able to give advice on current and new policies.	1
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.	1

Course Material (literature/tools)

The Missing Entrepreneurs 2021 (Policies for Inclusive Entrepreneurship in Europe), OECD/European Commission (2021), OECD,,9789264840613

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	2	
Workshop	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Presentation	P/F		Group presentation
Assignment	P/F		Group assignment
Assignment	P/F		Group assignment
Assignment	P/F		Self-reflection

ECTS Breakdown

3 ECTS = 84 hours

Lecture	1,5 hours, week 1
Coaching sessions	15 hours. 2.5 hour, week 2 to 7
Group work	36
Assignment one, final report preparation	10
Assignment Two, Assessment feedback report preparation	1,5
Assignment three, final report preparation	10
Assignment four, final presentation preparation	2
Self-study	8
Final assignment	Weeks 3,4, 6 & 7

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Company Assignment Innovation Quarter (IQ) The Hague Elective

Credits	3 ECTS
Course Code	CE-VKCHAL1-17
Entry requirements	
Year	4 FYP (Exchange students only)
Semester / Block	Sem 1 / Block 2 Sem 2 / Block 4
Weeks	
Method	This course a company assignment representing 84 working hours (=3 ECTS) per student. The assignment is extra-curricular and is not scheduled as a regular course in the course time-tables. The deliverables are scheduled outside the regular scheduled courses in collaboration with the company and our university. Since there is only room for 5 students an assessment will be scheduled in order to select the best student suitable for the job. This is based on the language-, and analytical skills as well as expertise of the students. Depending on the nature of the assignments. The setup is as follows: 1. Assessment & selection 2. Kick-off assignment at the company and signing of an NDA 3. Students get a tutorial on how use business analysis tools 4. Followed by weekly updates and presentations on the progress either via Teams or at the company 5. Resulting in a final presentation and a portfolio with the findings
Coordinator	
Lecturer(s)	Pieter de Vos
Course content/outline	InnovationQuarter (IQ) is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area. Their mission is to strengthen the regional economic structure by stimulating the innovation potential of this unique delta region. In close collaboration with all major corporations and many SME's, educational and research institutes as well as government organisations, they align the efforts required to design a brighter tomorrow. The research results as delivered by the HHS students will be applied in the daily practice of the "International Business Unit" employees. Within this unit, the foreign direct investment professionals promote their working area of Zuid-Holland and their main goal is to attract and retain foreign companies which are active in all kinds of economic sectors and segments. The trade professionals on the other hand support Dutch businesses with expanding to foreign markets. The general aim is to create new jobs, investments, stimulate innovation and collaboration as this will boost economic growth within the province. These activities form part of the field of Economic Promotion and originate from the tasks of the Ministry of Economic Affairs & Climate and the Province of Zuid-

Holland, among other public institutes. Innovation Quarter is part of the Invest in Holland network. See www.innovationquarter.nl

The actual assignments will be shared with the students at a later stage since it is based on current topics of the company.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
	- Learn to work independently on set goals for an innovating company. - The students learns how to use business analysis tools and how to process the findings - The student learns how to plan a project with deadlines besides class work - The student learns feedback form company supervisors	

Course Material (literature/tools)

N.A.

Teaching Form

Teaching Form	Class hours/Week	Extra information

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignments			
Presentations			
Feedback			

ECTS Breakdown

3 ECTS = 84 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: Content Marketing Elective

Credits	6 ECTS
Course Code	IB-K211-23
Entry requirements	
Year	4 FYP / 3 TYP
Semester / Block	Sem 2 / Block 3
Weeks	8
Method	Lecture, Workshop
Coordinator	Maria Angeles Aragon Moran
Lecturer(s)	
Course content/outline	There is an increasing amount of job opportunities in the Digital Marketing (DM) domain, and this elective module will equip students with more hands on training to be able to take up those jobs right after their studies. It also provides a basis to start a specific learning pathway for those students aiming to pursue a career in the content marketing arena. Content marketing refers to the creation and management of text, audio and video aimed at engaging customers, prospects, and search engines. Exceptional content marketing is key to gaining permission, encouraging sharing and ongoing engagement through elevating people's experience. In a context where the proliferation of channels adds another layer of complexity, this course will equip students with the skills and knowledge to be able to choose the right message, in the right moment, through the right touchpoint (online or offline), along the customer journey. As a next step of the Marketing & Sales specialization, Content Marketing addresses more in depth practice on how to: Learn a content creation framework for producing effective content on a consistent basis, connecting with the marketing strategy Develop engaging content for a specific marketing campaign and implement it through the digital media mix, impacting customer experience by leveraging the relevant touchpoints along its journey. Measure, analyze and communicate the performance of the implemented Content Marketing Plan, and propose adjustments with a continuous improvement mindset. The course includes local and international company cases, in both B2B and B2C arena. The course has a case-based learning approach, solving real cases. Within all three components, the principles of "international" and "critical thinking" will be applied. The course includes ethical and morally responsible international practices of digital marketing with a connection to the trend of purposefulness. The course will consist of classroom learning, guest lecturing (tentative), project team and individual work, in order to ensure hands-on experience as well as learning from best industry practices.

Class will be conducted in English, therefore students are expected to have a fluent level of English to participate. Students should preferably have Marketing and Digital Marketing basics knowledge.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
TWM17	MLO1: Establish a content creation framework as a key technique for reviewing and producing new effective content types on a consistent basis, connecting with the marketing strategy	3
TWM17	MLO2: Develop engaging content for a specific marketing campaign, and implement it through the digital media mix, demonstrating a positive impact on customer experience by leveraging the relevant touchpoints along the customer journey.	3
TWM17	MLO3: Measure, analyse and communicate the performance of the implemented Content Marketing Plan, and propose adjustments with a continuous improvement mindset	3

Course Material (literature/tools)

to be shared via Brightspace

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecturing, workshop and consultation	4 hours / 7 weeks = 28 hours	
Self study	3 hours / 7 weeks = 21 hours	
Research and analysis to prepare final assignment	10 hours / 8 weeks = 80 hours	
Assessment (assignment)	39 hours / 1 week = 39 hours	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Assignment	Weight	5.5	Individual portfolio

ECTS Breakdown

6 ECTS = 168 hours

Lecturing, workshop and consultation	4 hours / 7 weeks = 28 hours
Self study	3 hours / 7 weeks = 21 hours
Research and analysis to prepare final assignment	10 hours / 8 weeks = 80 hours
Assessment (assignment)	39 hours / 1 week = 39 hours

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
For more information consult the conversion table		

Module Description: People & Organisation Specialisation

Credits	15 ECTS
Course Code	IB-Z002-22
Entry requirements	n/a
Year	3 FYP
Semester / Block	1 / Block 1 & 2
Weeks	14
Method	Lecture, Workshop
Coordinator	Mercedes Conde
Lecturer(s)	M. Conde; B. Lopez Peña
Course content/outline	The P&O specialization will prepare students for a profession in the field of International Human Resources. Students will learn the skills to operate in the new world of work and in organizations. Students will make the connection between business strategy and Human Resources (HR) strategy and the importance of integrating both to achieve a competitive advantage through human capital. They will dive deeper into key Human Resources Management (HRM) concepts, processes, how to translate organizational goals into operational HR goals and executing on those goals on a tactical level. Current trends will be presented, discussed, and applied to real-life situations.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
Organization & People (TWM22) *Draft the strategic cycle of part(s) of the organization (process and content).*	1. Reflect on the relationship between an organizational strategy or business process and the core processes within human resources in an international context and explain how would this work in a specific company and context. 2. Analyze HR processes and cycles in different backgrounds (including strategy, skills, policies and landscape). Demonstrate the role of technology and analytics in supporting organizational processes and the value of data driven decision making.	3
Organization & People (TWM23) *Assess the impact of change on the organization.*	4. Analyze and link organizational behaviour concepts in relationship to the impact of organizational practices on motivation and job satisfaction, by making proposals for a specific company in a specific country taking into consideration the HRM Framework for that country and the company context (political, economic, social, technological, environmental). Assess how HRM functions can enable/manage changes in line with organizational strategies, contemplating HR processes and specific company set-ups and context.	3
Ethical & Social	Evaluate aspects of social responsibility and ethics that impact HR Management and	2/3

	Responsibility (LW10) *Formulate one's own position concerning ethical and social responsibility in a professional environment.*	processes, by role playing based on a real Corporate Social Responsibility issue.	

Course Material (literature/tools)

Human Resource Management Under review, Derek Torrington, Laura Hall, Stephen Taylor, Carol Atkinson, Pearson, 11th, Print ISBN: 9781292261645, 1292261641, eText ISBN: 9781292261652, 129226165X

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lectures	22h in 14 weeks	Recorded & online videos
Workshops	6h/ 6 weeks 3h/ 5 weeks Total: 51 hours	Including guest lectures
Written Exam	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	50%	5.5	Remindo: Open questions
Assignment	30%	5.5	Individual Project
Presentation	20%	5.5	Presentation: Case study

ECTS Breakdown

15 ECTS = 420 hours

Lectures	= 22
Workshops	= 51
Self-Study	= 275
Assignment Prep	= 50
Presentation Prep	= 20
Written Exam	= 2

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
IB-Z002 SP People & Organization	IB-Z002-20	RP4 2023
For more information consult the conversion table		

Module Description: People & Organisation Specialisation

Credits	15 ECTS
Course Code	IB-Z002-22
Entry requirements	n/a
Year	3 TYP
Semester / Block	2 / Block 4
Weeks	7
Method	Lecture, Workshop
Coordinator	Mercedes Conde
Lecturer(s)	M. Conde; B. Lopez Peña
Course content/outline	The P&O specialization will prepare students for a profession in the field of International Human Resources. Students will learn the skills to operate in the new world of work and in organizations. Students will make the connection between business strategy and Human Resources (HR) strategy and the importance of integrating both to achieve a competitive advantage through human capital. They will dive deeper into key Human Resources Management (HRM) concepts, processes, how to translate organizational goals into operational HR goals and executing on those goals on a tactical level. Current trends will be presented, discussed, and applied to real-life situations.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
Organization & People (TWM22) *Draft the strategic cycle of part(s) of the organization (process and content).*	2. Reflect on the relationship between an organizational strategy or business process and the core processes within human resources in an international context and explain how would this work in a specific company and context. 3. Analyze HR processes and cycles in different backgrounds (including strategy, skills, policies and landscape). Demonstrate the role of technology and analytics in supporting organizational processes and the value of data driven decision making.	3
Organization & People (TWM23) *Assess the impact of change on the organization.*	5. Analyze and link organizational behaviour concepts in relationship to the impact of organizational practices on motivation and job satisfaction, by making proposals for a specific company in a specific country taking into consideration the HRM Framework for that country and the company context (political, economic, social, technological, environmental). Assess how HRM functions can enable/manage changes in line with organizational strategies, contemplating HR processes and specific company set-ups and context.	3
Ethical & Social Responsibility (LW10) *Formulate one's own*	Evaluate aspects of social responsibility and ethics that impact HR Management and processes, by role playing based on a real Corporate Social Responsibility issue.	2/3

	position concerning ethical and social responsibility in a professional environment.		

Course Material (literature/tools)

Human Resource Management Under review, Derek Torrington, Laura Hall, Stephen Taylor, Carol Atkinson, Pearson, 11th, Print ISBN: 9781292261645, 1292261641, eText ISBN: 9781292261652, 129226165X

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lectures	22h/ 7 weeks	Recorded & online videos
Workshops	42h/ 7 weeks Total: 51 hours	Including guest lectures
Written Exam	2	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Written Exam	50%	5.5	Remindo: Open questions
Assignment	30%	5.5	Individual Project
Presentation	20%	5.5	Presentation: Case study

ECTS Breakdown

15 ECTS = 420 hours

Lectures	= 22
Workshops	= 42
Self-Study	= 284
Assignment Prep	= 50
Presentation Prep	= 20
Written Exam	= 2

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024
IB-Z002 SP People & Organization	IB-Z002-20	RP4 2023
For more information consult the conversion table		

Module Description: Specialisation Operations & Supply Chain

Credits	15 ECTS
Course Code	IB-Z004-22
Entry requirements	
Year	3 FYP / 2 TYP
Semester / Block	1 / Blocks 1-2 (FYP), 2 / Block 4 (TYP)
Weeks	14 (Sem 1) / 7 (Sem 2)
Method	Lecture, Workshop
Coordinator	Siebe Nijenhuis
Lecturer(s)	
Course content/outline	In Operations and Supply Chain managing and improving processes is critical to business performance. This specialization module continues to build upon the management of processes as introduced in the year 2 module Operations & Supply. In addition, it introduces industry proven Business Improvement and Project Management methodologies to create a robust understanding of how to improve operations performance, and effectively implement changes. This includes the ability to identify and resolve ethical issues as well as building a business case (proposal) for change. To effectively achieve these objectives, a setting and behaviour comparable with a business environment will be simulated.

Learning outcomes

PLO	Module Learning Outcome	Level (1-3)
TWM 20 TWM 21	Apply Lean principles/tools and techniques to effectively analyse and improve an operations process, positively impacting business performance	3
TWM 20 TWM 21	Utilise Project Management methodologies (Agile, Scrum) to facilitate, analyse and implement operations improvement recommendations	3
TWM 20 TWM 21	Apply Operations and Supply Chain principles to create a business case/proposal for change	3
TWM 20 TWM 21	Recognise the impact of advice and solutions on the organisation and recommend how to manage this (Change Management)	3

Course Material (literature/tools)	The Lean Toolbox, Bicheno, John & Holweg, Matthias, Picsie Books, 5th edition, 9780956830753 Operations Management, Slack & Brandon-Jones, Pearson, 9th edition 2019 9781292408248 The Scrum Guide, Ken Schwaber & Jeff Sutherland, Scrum.Org, November 2020, Introduction to materials management, Chapman, Stephen; Arnold, Tony, Pearson, 8th edition, 2017, 9781292162355

Teaching Form

Teaching Form	Class hours/Week	Extra information
Lecture	4 /Week	For Lean, Agile Scrum and Change Management lectures will be given. For Agile Scrum, Lean and the content areas coaching will be provided to guide progress resolving the case. Workshops on advanced Operations & Supply Chain concepts and how to quantify issues, costs and benefits will provide guidance for the quantitative assignments.
Coaching sessions	4 /Week or bi-weekly	
Workshops on advanced topics & quantification	4	3 classes in 16 / 8 weeks
Guest lectures	3	1 / 2 classes in 16 / 8 weeks
Excursion (upon availability	4	

Assessment Form

Assessment Form	Weight or P/F	Mininum Required Grade	Extra information
Presentation	50%	5.5	Group presentation – individual defense
Assignment	50%	5.5	Individual written assignment
Quantitative assignments	Pass/Fail		These assignments are to be completed before the individual assignment can be handed in (prerequisite)

ECTS Breakdown

15 ECTS = 420 hours

Lectures:	4 hours/week for 7 weeks	= 28
Coaching sessions:	4 hours/week for 7 weeks	= 28
Workshops:	4*3 hours in 7 weeks	= 12
Preparation workhop & homework	4*3 hours in 7 weeks	= 12
Guest lectures:	3 * 2 hours in 7 weeks	= 6
Case work:		= 280
Reading:	260 pages at 10 pages/hour	= 26
Presentation prep + delivery		= 16
Individual assignment		= 8
Excursion		= 4

Conversion Information in case of Changes to the Module

Predecessor Module Name	Osiris Code	Last Chance Exams to be offered in 2023-2024

Specialisation Operations & Supply Chains	IB-Z004-20 SP: Operations & Supply Chains	Written exam
For more information consult the conversion table		

12. Module Descriptions IFMC

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

Module Name:	#web3 - Blockchain Technology & Cryptocurrencies: an introduction (BTC)	Osiris Code: (Leave blank if new code is required)	BFM-HMVT21-BLOCK
		ECTS:	15

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:** • 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 tenweeks 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 modelsseem unsustainable and unstable. There is an ever-growing inequality between rich and poor. Our environment suffers under consumerism and aninsatiable 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 tobe 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 notcensorship-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 considerable part of the world's population. In the next decade, the internet, mobile phones, AI, the internet of things, and blockchain technology offer usan 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. The Blockchain Minor is grabbing this opportunity with both hands, realizingthe problems above can be dealt with. With a focus on, but not limited to, thefinancial, 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.

Important Educational Elements	1. Multidisciplinary Minor offers theoretical foundations in a blendedform 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 acquireonly theoretical knowledge. An example would be: solve blockchainissue XXX for organization XXX. In short, shared solid online theoretical foundations with offline regional spin-offs in classes andregional field assignments. 2. Another important aspect is that students can determine their paste and route in assignments. Not only can they choose to stick to the regular program or accelerate within the program (for example, selectmultiple 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-upsin 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 Minorand participate in guest lecturers and project guidance. Moreover, together with multiple field experts, they will also facilitate deliveringresearched 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 theother Web 3.0 minors. 5. Strongly community-driven Discord.
General Objectives	The multidisciplinary period's main objective is that students can "explain ata 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.
Learning outcomes &Summary of contents	Fundamentals, also separately available as "introduction to blockchain" for 15ECT'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." **Topics per week:** **Week 1** - 1.1 Ledger-nomics

	Week 2 - 1.2 Blockchain - 1.3 Satoshi's cheat - 1.4 Why care **Week 3** - 1.5 Money - 1.6 Ethereum - 1.7 Socio-Economic impact **Week 4** - 2.1 DLT - 2.2 Crypto-Flower **Week 5** - 2.3 Layers - 2.4 Players - 2.5 Hardware & Software **Week 6** - 2.6 Transactions, 2.7 Tokenizing Ecosystems **Topics:** - 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 **LEARNING OUTCOMES (GENERAL) ➔ see further ahead.**
Target group	The target group is students who follow a Minor at Bachelor-level and preferFinTech. 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 subjectsabove 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).
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)	**Economics** 1. Provide a contribution to the design of the management control system aimed at managing, controlling, and monitoring an organization, such thatthe (strategic) goals are achieved. 2. Selecting and applying appropriate analysis methods to make the rightdecisions by an organization. 3. Finance professionals can translate practical questions in organizations based on critical analysis into a concrete knowledge need. And answer thesewith 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, thatthey are communicative in word / and writing, also in an international context. In addition, finance professionals are agile because they can reflecton their own actions and learning process and adjust their actions accordingly.
Description of tests and the minimum pass rate	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 knowledgeand 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%) All three parts must at least score higher than the standard > 5.5 rule (inTHB). The deviation is necessary. Sufficient understanding of each component is essential for the overall knowledge of the technology. **Total Grade** - 20% tests + video, 40% portfolio, 40% field assignment - Testing usually occurs during the 9th week of the block, while the resitis 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	**Teaching method(s):** Blended learning, classical education, individual and team assignments,presentations, portfolio's and reports. Tokenized education. **Study load:** ▪ 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 theportfolio are related to the teaching material. ▪ Classes, Tutorials, plus Lectures from guest speakers: max. 2 days perweek. ▪ 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) viaKOIOS. ▪ Minor is considered to be intensive but instructive by students.
Contact hoursper week	The total amount of lecturing hours is 12 hours per week in period I and 12hours 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 MPCexams 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 learnhow to ride a bike, you need to hop and make some mileage on the road").
Study and other aids	Required Reading: - 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 beprovided) All are presented per class on https://app.koios.world/#/worlds/blockchain
Partners	**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 thehardware mining rig (IT) that runs on sustainable energy (Energy) **Networking**: - Integration of external field assignments - Guest lectures - Events - External specialized digital tools (software as well as hardware) - Cross-functional with other programs like projects from New FinanceLectorate such as the sustainable investment bank, the blockchain

	minor (business, IT & law), cybersecurity CoE, zero-emission CoE, andof course digital operations and finance CoE. **Partners:** • International crypto partners of the blockchain minor (> 35 partners) • Lectorate: New Finance Lectorate. • Regional: Yes!Delft, Municipality The Hague, Dutch BlockchainCoalition, LOOFC.
Minimum and maximum participation	Minimum number of students: 5 Maximum number of students: 250
Full-time/ part-time and term	• Every ten weeks, a new run will start. • Introduction (15 ECT): classes will be held on Thursday & Friday
Subject themes (more than one possible)	• Economics and Market O ICT and Media O International themes O Management and Organisation O People and Culture O Law, Security, and Society O Technology and Design O Work, Welfare and Education
OSIRIS code	15 ECT - BFM-HMVT21-BTC

THE HAGUE
UNIVERSITY OF APPLIED SCIENCES

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

Module Name:	#web3 - Blockchain Technology & Cryptocurrencies: a deep dive (BTCXL)	Osiris Code: (Leave blank if new code is required)	BFM-HMVT21-CRYP
		ECTS:	30

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 inDutch if needed.
Faculty/program offering the minor	Officially powered by THUAS program Finance & Control and FacultyBusiness, 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:** • 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 tenweeks 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	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 multidisciplinaryMinor, 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 paste and route in assignments. Not only can they choose to stick to the regular program or accelerate within the program (for example, selectmultiple 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. Together withmultiple 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." 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.

Important Educational Elements	1. Multidisciplinary Minor offers theoretical foundations in a blendedform 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 acquireonly 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 paste and route in assignments. Not only can they choose to stick to the regular program or accelerate within the program (for example, selectmultiple 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 Minorand participate in guest lecturers and project guidance. Moreover, together with multiple field experts, they will also facilitate deliveringresearched 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 theother Web 3.0 minors. 5. Strongly community-driven Discord.

General Objectives	**Period 1. Introduction to Blockchain (15 ECT)** The multidisciplinary period's main objective is that students can "explain ata 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. **Period 2. Deep dive (30 ECT)** 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.
Learning outcomes & Summary of contents	**Period 1 Introduction to Blockchain** Fundamentals, also separately available as "introduction to blockchain" for 15ECT'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. **Topics per week:** **Week 1** - 1.1 Ledgernomics **Week 2** - 1.2 Blockchain - 1.3 Satoshi's cheat - 1.4 Why care **Week 3** - 1.5 Money - 1.6 Ethereum - 1.7 Socio-Economic impact **Week 4** - 2.1 DLT - 2.2 Crypto-Flower **Week 5** - 2.3 Layers - 2.4 Players - 2.5 Hardware & Software **Week 6** - 2.6 Transactions, 2.7 Tokenising Ecosystems **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.** **Period 2** 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 in which a blockchain-related functionalproblem is solved and where implementation advice is formulated. In otherwords, 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 businessprocesses 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

	3. Selecting and applying appropriate analysis methods to make the rightdecisions (= LO 3 F&C). LO 3: the student evaluates the socio-economic impact of blockchaintechnology & the ecosystem. Bloom: evaluate LO 4: the student assesses the current blockchain projects that try to solveglobal problems. Bloom: evaluate *4. Finance professionals can translate practical questions in organizations based on critical analysis into a concrete knowledge need. The answer thesewith practical, feasible advice or designs (e.g., product, process, model) aimed at decision-making that improves or renews practical situations.* LO 5: the student applies the characteristics of blockchain technology to thedifferent types of (global) business strategies, models, and processes and evaluates possible opportunities and/or threats for an organization. Bloom: evaluate. *5. Finance professionals are advisory. This means, among other things, thatthey 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).* LO 6: The student constructs an advisory plan for an organization with ablockchain-related issue in groups. Bloom: create
Target group	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 toolsfor 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).
Entry requirements	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 givesthe student a possible lead.
Final objectives/ competencies (summary)	1. Provide a contribution to the design of the management control system aimed at managing, controlling, and monitoring an organization, such thatthe (strategic) goals are achieved. 2. Select and apply appropriate analysis methods to make the right decisions. 3. Finance professionals can translate practical questions in organizations based on critical analysis into a concrete knowledge need and answer thesewith 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, thatthey 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 actionsaccordingly.
Description of tests and minimum pass rate	1. In the lessons, written tests are administered, of which four must be sufficiently completed (> 5.5). Each 'block' of ten weeks will contain fivetests, and there are two blocks in 1 Semester (= 30 ECT), therefore tentests. 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 knowledgeand 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%) 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. **Total Grade** - 20% tests + video's, 40% portfolio, 40% field assignment - Testing usually occurs during the 9th week of the block. The resit isoffered during the 10th week of the next block. MPC quizzes are weekly during the first six weeks. - Bonus: n/a
Teaching methods + study load	**Teaching method(s):** Blended learning, classical education, individual and team assignments,presentations, portfolio's and reports. Tokenised education. **Study load:** ▪ 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 theportfolio are related to the teaching material. ▪ Classes, Tutorials, plus Lectures guest speakers: max. 2 days perweek. ▪ Intensive contact with industry, i.e., advisory report. Max 1,5 days perweek. ▪ Individual portfolio; max 1-2 days per week. ▪ We strongly encourage ecosystem learning (on- and offline) viaKOIOS. ▪ Minor is considered to be intensive but instructive by students.
Contact hoursper 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 multiplediscipliines 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 learnhow to ride a bike, you need to hop and make some mileage on the road").
Study and other aids	Required Reading: - 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 beprovided) All are presented per class on https://app.koios.world/#/worlds/blockchain
Partners	**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 thehardware mining rig (IT) that runs on sustainable energy (Energy) **Networking**: - Integration of external field assignments - Guest lectures - Events - External specialized digital tools (software as well as hardware) - Cross-functional with other programs like projects from New FinanceLectorate such as the sustainable investment bank, the blockchain minor, and all the other Web 3.0 minors. **Partners:** • International crypto partners of the blockchain minor (> 35 partners) • Lectorate: New Finance Lectorate. • Regional: Yes!Delft, Municipality The Hague, Dutch BlockchainCoalition, LOOFC.
Minimum and maximum participation	Minimum number of students: 5 Maximum number of students: 250
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)	• Economics and Market O ICT and Media O International themes O Management and Organization O People and Culture O Law, Security, and Society O Technology and Design O Work, Welfare and Education
OSIRIS code	30 ECT - BFM-HMVT21-BTCXL

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

Module Name:	#Web3.0 Trading Digital & Financial Assets (TDFA)	Osiris Code: (Leave blank if new code is required)	BFM-HMVT21-TRADE
		ECTS:	15

Description of components	Description text (wherever the text says 'minor', it can also be readas 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:** • Ricardo Eradus: r.eradus@hhs.nl • Hans Xiang: H.Xiang@hhs.nl **Many international guest lecturers & Active Discord community. Joinhere:** **https://discord.com/invite/jBjudugeBa**

General Objectives	**General Objectives**: The 21st century asks for 21st-century education. Here at THUAS, we encourage our students to not only leave university with a degree but also with 21st-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 andmanaging of digital financial assets, backed by theory and backed by field experts, will act as a bridge towards understanding these types ofassets. 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 21st 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) otherdisciplines like sustainability, IT and Cyber security and (4) international partners like the University of Derby. This

	multidisciplinary approach aims to create a multidisciplinary view ofthe world for our future finance professionals. **Topics of content** 1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base futureprediction 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 including 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 newfinancial systems like decentralised exchanges or decentralised financial products (global inclusiveness). 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 tothe SDG's in a more sustainable and inclusive way, while managing financial assets. 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 insightand tools to better themselves and their skill set. **Flexible and personal study elements** 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 beoffered 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.
Summary of contents	**Topics of content** 1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base futureprediction upon the past. 2. A Fundamental Analysis of Digital Financial Assets: here we analysesunderlying core elements of the asset. Uses quantitative and qualitative analysis, also includes non-financial fundamental elements ("integrated reporting").

	3. Global Systems: this is where we focus on the global current systems, like our monetary or exchanges systems, and upcoming new f inancial systems like decentralised exchanges or decentralised f inancial products(global inclusiveness). 4. SDG's: we will bridge f inance and with the role it plays regarding the SDG's. We will teach students, and let them experience on their own, howthey as future f inance professionals can contribute themselves to the SDG's in a more sustainable and inclusive way, while managing f inancial 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 trade and open a position). This is where we offer students insight and tools to better themselves and their skill set.
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	Desired competencies. These competencies can be traced back to theprofessional (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 fromthe academic competency profiles. 1. Provide a contribution to the design of the management control systemaimed 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 takingthe right decisions by an organization. 3. Finance professionals can translate practical questions in organizationson 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 internationalcontext. Finance professionals are agile because they can reflect on theirown actions and their own learning process and can adjust their actions accordingly. The above are the Finance & Control Program Learning Outcomes(PLO's)

	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 aspectsof trading LO2: The students is able to apply trading skills into practice and will beable to actively manage a trading/investing portfolio (15 ECT) and participate in trading research field projects (30 ECT) LO3: The student will learn the fundamentals of f inancial markets, macro - economic tendencies, their history and their implications on the world economy (15 ECT) and evaluate them with global market tendencies (30 ECT) LO4: The student will be able to analyse (15 ECT) and evaluate (30 ECT)the f inancial results of companies (listed on stock exchanges) LO5: The student learns extensive risk and investment management strategies and apply them in a live trading competition for 10 weeks (15ECT) or 20 weeks (30 ECT). 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 strategybased, based on this portfolio managing (30 ECT) LO7: The student will learn how to recognize and improve Psychologicelements of trading (15 ECT) and how to apply them in TA and FA (30 ECT)
Description of tests and minimum pass rate	Forms of assessment 1. In the lessons, written tests are administered, of which four must be sufficiently completed (> 5.5). If students have not missed more thanthree 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 beapplied where preferred). 3. Students participate in a trading competition, keep a journal of their trading activities, and reflect upon it. (30%) All three parts must at least score higher than the standard >5.5 rule (inTHB). 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 off ered on a transboundary basis (where possibly other rules apply). **Grade** 20% Tests + Video, 50% Portfolio, 30% Journal.Bonus: n/a
Teaching methods + study load	**Teaching method(s):**

Blended learning, classical education, individual and team assignments,presentations, portfolio's and reports. Tokenized education.

Study load:

- Web colleges + tutorials + lectures guest speakers.

- Intensive contact with industry, i.e. advisory report.

- Application of blended learning where students prepare the material athome 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.

Contact time	Weeks	Hours	Total hours
Lectures	10	12	120
Video assiignment	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

Contact hours per week

There are three contact moments of each 4 hours per week.

One of these will be facilitated by guest lectures and external entities.

Study and other aids

In addition to the Koios.world platform (see https://app.koios.world/#/worlds), which supports online content sharing, community building and field /network connecting, otheraids are coming from:

Required Reading:

- 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

	Recommended Reading: - Investopedia.com - Fidelity.com - Discord community - Other online trading communities - Tradimo online technical analysis course
Partners	**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) **Networking**: Integration of external 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. **Partners:** • Multiple network partners like Blockchain Investment (affiliatedwith 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	Minimum number of students: 5 Maximum number of students: 150
Full-time/ part-time and term	- full-time minor, 4 terms, starts at the official date of the academicyear - Three contact moments' of 4 hours (per week)
Subject themes (more than one possible)	Students can search for minors in OSIRIS student based on the following themes. Indicate within which category/ categories the minor falls byticking one or more of the following options: • Economics and MarketO ~~Health and Sports~~ O ~~ICT and Media~~ O ~~International themes~~ O ~~Management and Organisation~~ O ~~People and Culture~~ O ~~Law, Security and Society~~O ~~Technology and Design~~ O ~~Work, Welfare and Education~~
Miscellaneous	**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 ofdigital assets and apply this theory in practice with field partners. In other words, the student can recognize 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. **Main goal Minor (Finance & Control)**: We started this minor because webelieve 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

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

Module Name:	#Web3.0 FinTech: Investing & Trading (FIT)	Osiris Code: (Leave blank if new code is required)	BFM-HMVT21-FIT
		ECTS:	30

Description of components	Description text (wherever the text says 'minor', it can also be readas 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:** • 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	**Intro** The 21st century asks for 21st-century education. Here at THUAS, we encourage our students to not only leave university with a degree but alsowith 21st-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

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 ourmonetary systems. We aim to broaden the student's horizon, learning bydoing 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 financials assets andthe 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 threatsand opportunities of this nascent industry.

Multidisciplinary approach

Other than (1) the integration of field experts, we will also aim to combinethis minor with (2) other THUAS projects like the minor investment bank/fund and the minor Blockchain technology, (3) other disciplines likesustainability, 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 overlaps 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 futureprediction 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 theSDG'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 andchoices 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. We will also cover elementsof personal development and growing mindset. 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 tokenisedassets, national digital currencies, GPDR focused solutions (Regtech), technology and management business innovation and digital entrepreneurship. 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 analysisper topic of content. More subjects are discussed within each topic of content as well as further elaboration on each topic and inherent subjects. **Flexible and personal study elements** 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 ownpace or choice in assignments. Students can also follow lectures and courses of the other Web 3.0 minors.

Summary of contents	Topics of content (main overview)
	1. A Technical Analysis of Digital Financial Assets: this is the mathematical approach of reading charts and graphs and base futureprediction upon the past. 30 ECT-extension: more variables, settings, platforms, products and services, analytics tools and trading skills and mindsets are added. 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"). 30 ECT-extension: more systems, products and services from centralised institutions, in-depth analysis of more different markets are added. 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). 30 ECT-extension: more policies, global and local markets, decentralised alternatives and recent global innovations & developments are added.

	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 theSDG's in a more sustainable and inclusive way, while managing financial assets. 30 ECT-extension: your field assignment and research assignments willbe connected to the SDG-goals. This means that the real live field and research challenges are linked to an SDG. 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. 30 ECT-extension: we will also cover personal development and growing mindset elements. In this 30 ECT variant, all the above is done in field practice setting whereyou 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.
Target group	Open for all. We have seen many different types of students in the minorso 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	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. Fora transfer minor, these competencies should be derived from the academic competency profiles. 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 takingthe right decisions by an organisation. 3. Finance professionals can translate practical questions in organisationson 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 internationalcontext. Finance professionals are agile because they can reflect on their

	own actions and their own learning process and can adjust their actions accordingly. The above are the Finance & Control Program Learning Outcomes(PLO's) from which this minor is officially offered. Goals: 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 aspectsof trading LO2: The students is able to apply trading skills into practice and will beable to actively manage a trading/investing portfolio (15 ECT) and participate in trading research field projects (30 ECT) 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) LO4: The student will be able to analyse (15 ECT) and evaluate (30 ECT)the financial results of companies (listed on stock exchanges) LO5: The student learns extensive risk and investment management strategies and apply them in a live trading competition for 10 weeks (15ECT) or 20 weeks (30 ECT). LO6: The student will learn to work in a team of traders, collectively andactively 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) 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 (30ECT) LO8: the student support and evaluates the pallet of possible TA variables, connects them with FA variables and applies them over anextended period in real live trading situations. LO 9: the student supports and advices in real life field and research challenges.

Description of tests and minimum pass rate	Forms of assessment 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 allowedto 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,

	the portfolio will have twice the amount of assignments and, therefore, a double workload with more scenario and market analysisetc. Endproduct: portfolio(50%) 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 differentchallenges offered by various external field assignment providers (30%) end product trading competition: results + supported trading journal & end product field challenge: advisory outcome (like a reportfor example)(30%) All three parts must at least score higher than the standard >5.5 rule (inTHB). 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 otherhand, because the minor program is offered on a transboundary basis (where possibly other rules apply). **Grade** 20% tests+ video's, 50% portfolio, 30% journal + fieldresearch. Bonus: n/a
Teaching methods + study load	**Teaching method(s):** Blended learning, classical education, individual and team assignments, presentations, portfolio's and reports. Tokenised education. **Study load:** - 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. 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).

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

	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

Contact hours per week	There are three contact moments of each 4 hours per week. One of these will be facilitated by guest lectures and external entities.
Study and other aids	**In addition to the Koios.world platform (see https://app.koios.world/#/worlds), which supports online content sharing, community building and field /network connecting, otheraids are coming from:** **Required Reading**: - 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 **Recommended Reading**: - Investopedia.com - Fidelity.com - Discord community - Other online trading communities - Tradimo online technical analysis course 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).
Partners	**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) **Networking**: Integration of external 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 thesustainable investment bank, the blockchain minor and all the other Web 3.0 minors. **Partners:** • 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	Minimum number of students: 15 Maximum number of students: none
Full-time/ part-time and term	- 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)	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: • Economics and Market O ~~Health and Sports~~ O ~~ICT and Media~~ O International themes O ~~Management and Organisation~~ O ~~People and Culture~~ O ~~Law, Security and Society~~ O ~~Technology and Design~~ O ~~Work, Welfare and Education~~
Miscellaneous	**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 ofdigital 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. **Main goal Minor (Finance & Control)**: We started this minor because we believe that trading, and therefore this minor, can act as a gateway forstudents to investigate further (new & old) financial systems.
OSIRIS code	BFM-HMVT21-FIT

13. Module Descriptions Marketing Management

Module Name:	ICM	Osiris Code: (Leave blank if new code is required)	CE-S301-21
		ECTS:	1.5

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	Sem 2 / term 3
Method	Lecture
Lecturer(s)	Mr. Kollee. Mr. de Vos, Mr.Vogel, Mrs. Leemeijer
Learning outcomes	• 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	• 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)

Module Name:	Exportmarketing	Osiris Code: (Leave blank if new code is required)	CE-S301-21
		ECTS:	1.5

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	Sem 2 / term 3
Method	Lectures
Lecturer(s)	Mrs Dammers, Mrs, Berklaar, Mr. de Vos
Learning outcomes	• 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	• Intercultural competence • Cultural dimensions Hofstede • Cultural dimensions Trompenaars • Communication styles • Legal systems and culture

Module Name:	EP	Osiris Code: (Leave blank if new code is required)	CE-S300-20
		ECTS:	3

Export Plan

Credits	3
Code	Export Plan (CE-S300-20)
Entry requirements	Basics of Marketing
Semester	Sem 2 / term 3
Method	Project supported by lectures
Lecturer(s)	Mr. Kollee. Mr. de Vos, Mr.Vogel, Mrs. Leemeijer
Learning outcomes	• 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. All applied in a project as a company assignment.
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	• SWOT 20%) • Portfolio 50% • Presentation 30%
Level	Third year (for regular bachelor student)
Course content	• Marketing • Country selection • Entry strategies • Foreign financial policies • International trade & logistics

Module Name:	Financial Management	Osiris Code: (Leave blank if new code is required)	CE-S302-20
		ECTS:	3

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	Sem 2 / term 4
Method	Project supported by lectures
Lecturer(s)	Mr. Sirks
Learning outcomes	At the end of the course students are able : • 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	1. Introduction • Basics of accounting • Balance sheet and Income Statement • Accruals 2. Balance sheet and income statement • Statement of retained earnings • Intangible assets • Value of the firm 3. Cash-flow statement 4. Cash-flow statement • Ratio-analysis 5. Ratio-analysis • Liquidity, solvency and profitability ratios and investment ratios

Module Name:	Marketing 7 (Strategic Marketing Case)	Osiris Code: (Leave blank if new code is required)	CE-S303-22
		ECTS:	3

Marketing 7 (Strategic Marketing Cases)

Credits	3
Code	Marketing 7 (CE-S303-22)
Entry requirements	Knowledge of basic marketing models is required
Semester	Sem 2 / term 4
Method	• Weekly lectures • Instruction lessons • Group collaboration • Self study
Lecturer(s)	Kollee, Vogel, Lodders, Leemeijer and Otto
Learning outcomes	• 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	• 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.

Module Name:	Business Communication	Osiris Code: (Leave blank if new code is required)	CE-S304-21
		ECTS:	3

Business Communication

Credits	3
Code	Business Communication (CE-S304-21)
Entry requirements	The course is taught on B2 level
Semester	Sem 2 / term 3 & 4
Method	Weekly lectures and assignments
Lecturer(s)	Mr. Santalla, Mrs. Dammers
Learning outcomes	• Business English • Job Application • Employability • Communication • Negotiations Workplace
Recommended or required reading/tools	A reader. Material will be posted in Blackboard/Brightspace
Assessment methods	Assignment: CV of LinkedIn profile Oral exam: job interview, video application of negotiation Timed online. Exam: Application letter of graph description Timed online assessment:
Level	Third year (for regular bachelor student)
Course content	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.

Module Name:	Communication Methods (Creative writing)	Osiris Code: (Leave blank if new code is required)	CE-S305-20
		ECTS:	3

Communication Methods (Creative writing)

Credits	3
Code	Communication Methods (CE-S305-20)
Entry requirements	NA
Semester	Sem 2 / term 4
Method	Weekly lectures
Lecturer(s)	Mr. Hoppen, Mrs. Belt
Learning outcomes	The student… • 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.

Module Name:	Social Value Creation	Osiris Code: (Leave blank if new code is required)	CE-S306-22
		ECTS:	3

Social Value Creation

Credits	3
Code	Social Value Creation (CE-S306-22)
Entry requirements	NA
Semester	Sem 2 / term 4
Method	• 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	• World citizenship • Value creation • Creativity • Personal Leadership
Recommended or required reading/tools	All course material will be available on Blackboard/Brightspace
Assessment methods	• Weekly vlogs • Weekly discussion with lecturers • Project completed before deadline • Documentary • Participation evaluation and event
Level	Third year (for regular bachelor student)
Course content	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. 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. 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.

CE Electives

Students are asked to choose 3 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.

Module Name:	Elective Asian Studies	Osiris Code: (Leave blank if new code is required)	CE-VKAK-21
		ECTS:	3

Elective Asian Studies	
Credits	3
Code	Asian Studies (CE-VKAK-21)
Entry requirements	NA
Semester	Sem 2 / term 3
Method	Weekly presentations
Lecturer(s)	Mr. de Vos
Learning outcomes	Studens 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	• Weekly presentations (25%) • Weekly assignments (15%) • Individual paper (60%)
Level	Third year (for regular bachelor student)
Course content	• History India & China until 1947 and 1950. • Economic developments of India & China: The role of the state • Joint ventures & FDIs 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.

Module Name:	Elective Inclusive Entrepreneurship	Osiris Code: (Leave blank if new code is required)	CE-KVIE-15
		ECTS:	3

Elective Inclusive Entrepreneurship	
Credits	3
Code	KV-IE (CE-KVIE-15)
Entry requirements	NA
Semester	Sem 2 / term 4
Method	Assignments and a field trip to Romania (TBD)
Lecturer(s)	Mr. La'Met
Learning outcomes	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. 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?
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	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. 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. As a result, inclusive entrepreneurship plays an important role in the natural development of global citizenship and its importance to us all. 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.

Module Name:	Elective City Marketing	Osiris Code: (Leave blank if new code is required)	CE-KVCMI-15
		ECTS:	3

Elective City Marketing

Credits	3
Code	KV-CMI (CE-KVCMI-15)
Entry requirements	Basic knowledge of Marketing
Semester	Sem 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	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. 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 th eir money someplace else, which is good for the local economy of that village, city or region. 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 marketeers 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)", .. 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.

Module Name:	Elective Creative Facilitator	Osiris Code: (Leave blank if new code is required)	CE-VKCREA-20
		ECTS:	3

Elective Creative Facilitator

Credits	3
Code	(CE-VKCREA-20)
Entry requirements	NA
Semester	Sem 2 / term 4
Method	- 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	- 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	Creativity is the DNA of innovation. How do you guide a group of people to a useful result in an engaged manner? 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., 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. 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.

	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. During this elective we will focus on the following: - 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

Module Name:	Elective Hero's Journey	Osiris Code: (Leave blank if new code is required)	CE-VKHJ-18
		ECTS:	3

Elective Hero's Journey	
Credits	3
Code	(CE-VKHJ-18)
Entry requirements	NA
Semester	Sem 2 / term 3
Method	Weekly classes and presentations
Lecturer(s)	Mr. Tijdgat
Learning outcomes	• 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: • Analyze 2 movies • Analyze a meaningful personal story
Level	Third year (for regular bachelor student)
Course content	What makes a story fascinating? What can we learn from good stories? Why do we like to see movies? By which characters in movies we can identify ourselves? It must be that stories of people are often so recognizable. The twists in their plot line, how they deal with their destiny, the way they give it meaning…it is often so understandable and human. We entangle the stories and adventures unconsciously and spontaneously on our own lives. It can give us power, insight and new perspectives. It will even go better if we can recognize the universal patterns behind the stories. These are the phases of development, the phases of the hero's journey. 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. 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.

Module Name:	Elective Neuro-Marketing & Psychology of advertising	Osiris Code: (Leave blank if new code is required)	CE-VKNMP-19
		ECTS:	3

Elective Neuro-Marketing & Psycology of advertising	
Credits	3
Code	(CE-VKNMP-19)
Entry requirements	NA
Semester	Sem 2 / term 4
Method	Lectures and assignments
Lecturer(s)	Mrs. Barkmeijer, Mrs. Bruinsma
Learning outcomes	The student demonstrates understanding of the neuro-marketing theory and principles. (Bloom 3) The student analyses how this knowledge and knowledge of how the brain functions is used in advertisements. (Bloom 4) The student develops the perfect advertisement. (Bloom 7) In this module you will.. - Learn to be able to explain how neuromarketing is used in the advertising sector. - Learn to understand how (part of) the brain functions and apply them to advertising techniques. - Perform desk research on cultural differences with regard to brain functioning, draw conclusions from the information found. - Determining which trends and developments are important in the field of 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	How to hack a brain? 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?” To give you some insights beforehand: 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!

	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: - 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.

Module Name:	CE-Challenge	Osiris Code: (Leave blank if new code is required)	CE-KVCHAL1-17
		ECTS:	3

Elective Company Assignment Innovation Quarter (IQ) The Hague

Credits	3
Code	CE-VKCHAL 1-17
Entry requirements	Basics of marketing, experience with market research, Excel and analytical skills is required (5 students max). NB: This course is only designed for inbound BFM exchange students.
Semester	Semester 1 term 2 & Semester 2 term 4
Method	This course a company assignment representing 84 working hours (=3 ECTS) per student. The assignment is extra-curricular and is not scheduled as a regular course in the course time-tables. The deliverables are scheduled outside the regular scheduled courses in collaboration with the company and our university. Since there is only room for 5 students an assessment will be scheduled in order to select the best student suitable for the job. This is based on the language-, and analytical skills as well as expertise of the students. Depending on the nature of the assignments. The setup is as follows: 6. Assessment & selection 7. Kick-off assignment at the company and signing of an NDA 8. Students get a tutorial on how use business analysis tools 9. Followed by weekly updates and presentations on the progress either via Teams or at the company 10. Resulting in a final presentation and a portfolio with the findings
Lecturer(s)	Mr. P. de Vos
Learning outcomes	- Learn to work independently on set goals for an innovating company. - The students learns how to use business analysis tools and how to process the findings - The student learns how to plan a project with deadlines besides class work - The student learns feedback from company supervisors
Recommended or required reading/tools	N.A.
Assessment methods	Assignments, presentations , feedback
Level	Third year (for regular bachelor business / Marketing students)
Course content	InnovationQuarter (IQ) is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area. Their mission is to strengthen the regional economic structure by stimulating the innovation potential of this unique delta region. In close collaboration with all major corporations and many SME's, educational and research institutes as well as government organisations, they align the efforts required to design a brighter tomorrow.

	The research results as delivered by the HHS students will be applied in the daily practice of the "International Business Unit" employees. Within this unit, the foreign direct investment professionals promote their working area of Zuid-Holland and their main goal is to attract and retain foreign companies which are active in all kinds of economic sectors and segments. The trade professionals on the other hand support Dutch businesses with expanding to foreign markets. The general aim is to create new jobs, investments, stimulate innovation and collaboration as this will boost economic growth within the province. These activities form part of the field of Economic Promotion and originate from the tasks of the Ministry of Economic Affairs & Climate and the Province of Zuid-Holland, among other public institutes. Innovation Quarter is part of the Invest in Holland network. See www.innovationquarter.nl The actual assignments will be shared with the students at a later stage since it is based on current topics of the company.