



Course offer International Business Studies

Fall Semester 2021-2022

INTERNATIONAL BUSINESS STUDIES

International Business Studies (IBS) focuses on a hands-on approach to entrepreneurship, management, sales, marketing and financial management. You will learn how to streamline company processes, think commercially and work within a financial framework. We welcome exchange students in our fall and spring semester.

COURSE OFFER FALL SEMESTER 2021-2022

In the Fall semester the IBS programme for incoming exchange students like you consists of two Business Packages. Business Package 1 consists of courses also taken by the regular 4th Year students, Business Package 2 consists of courses mainly taken by regular 2nd Year students of International Business. Students who need less than 30EC can drop courses. Mixing courses from the packages is not possible because of time-table restrictions. It is however possible to combine one quarter of one package with a quarter from another.

For a brief overview go to the next page. For detailed course descriptions go to subsequent pages.

COURSES ESPECIALLY FOR EXCHANGE STUDENTS

- CU34638 Dutch Culture & Language 2 ECTS
This class helps you to decipher basic Dutch and introduces you to Dutch culture and history.
- VCC3842 Peer Project 1,25 ECTS
This is an autonomous activity that aims at you performing several activities (and reporting about them) in a social context, so you can optimally benefit from your minor abroad.

TIMELINE OF HZ UAS IBS COURSES AND TESTS

Under Dutch law, every student is entitled to *one* resit per test per year. It is of crucial importance that you do not book your travels home before the resit-opportunity. Test dates are usually known three to four weeks in advance. Test weeks however are already known now.

For a full overview of class weeks go to page 7.

- Introduction week: from Monday 30th of August
- First classes: from Monday 6th September
- Autumn break week / no classes: most likely from Monday 18th October.
- Christmas break: expect your last classes on 24th December and the first on 10th January.
- Test periods: from 1st – 13th November and from 17th January – 4th February.

YOUR CONTACT PERSONS AT HZ



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Business Package 1

Course code	Course name	ECTS 30	Quarter	Year if HZ IB Curriculum
CU34609	Sustainable Business	2	1	4
CU34614	Sustainable Business Project	2	1	4
CU34570	International Sales & Sales Management	3	1	4
CU34571	International Economics	3	1	4
CU34572	Digital Marketing	3	1	4
CU34010	Business English Writing C1-level	2	1+2	4
CU34634	Financial Risk Management	2	2	4
CU34610	Data Analysis	2	1	4
CU34573	Data Management	2	2	4
CU34574	Global Strategic Management	4	2	4
CU34575	Supply Chain Management & Finance	3	2	4
CU34577	Human Resource Management	2	2	4

Business Package 2

Course code	Course name	ECTS 28	Quarter	Year IBS Curriculum
CU34004	Business English05 - Formal Meetings	2	1	2
CU34006	Business English06 - Business Correspondence & Pitching	2	2	2
CU34529	Organisational Behaviour	4	1	2
CU34530	Management Accounting	3	2	2
CU34531	Careers	2	1	2
CU34532	Research & Innovation	4	2	2
CU34533	Quantitative Research	3	2	2
CU34605	IB Focus 5 "Behaviour and Performance"	2	1	2
CU34606	IB Focus 6 "Walking the line"	2	2	2
CU34609	Sustainable Business	2	1	4
CU34614	Sustainable Business Project	2	1	4

COURSE DESCRIPTIONS – BUSINESS PACKAGE 1

CU34609 Sustainable Business

Enterprises are faced with challenges related to environmental and social sustainability. For some, issues like worker satisfaction, alternative supply chains and mitigating the effect of climate change are business opportunities. Others need to find ways to change the way in which they do business to align with the Sustainable Development Goals of the UN. In this course, current issues related to sustainability are addressed. You will be presented with tools you can use to be a change agent for sustainable business or, at least, to address the most important issues in an intelligent way.

CU34614 Sustainable Business Project

For the course Sustainable Business Project you will actively participate in (a) project(s) organised by HZ's Green Office, in order to experience first-hand what practical measures can be taken to "green" organisations and your surrounding environment. This course is also an extension of the Sustainable Business classes.

CU34570 International Sales and Sales Management

This course looks into the field of International Sales and Sales Management. Industrial Marketing and B2B follow specific 'rules of engagement' that differ significantly from the strategies concerning Marketing and Consumer Behavior. Learning to cope and manage in this environment is essential to anyone interested in a professional career in international business. Both skills as well as knowledge are addressed. This is accomplished by lectures, guest lectures, cases, a project and role-play.

Students are expected to study theory and prepare (team) assignments before showing up in class.

CU34571 International Economics

This course will enable students to discuss current international events from a theoretical economic perspective. Theory begins with the 'father of modern economics' and continues to the twenty-first century economists' rejection of past models and focus on new goals. We see that by considering political and social events as being intertwined with the acceptance or rejection of certain economic beliefs, how economic theory and its focus on growth has contributed to society as we know it, yet that while new approaches are urgent, not all past beliefs should be discarded.

Students are expected to contribute to at least one presentation during the course period and to write an exam at the end.

CU 34572 Digital Marketing

In this course students will learn about digital marketing media and their application in a marketing context. The implications of digital media use on the marketing environment will be discussed as will the role of digital marketing within an organization's larger marketing activities.

Students will apply their knowledge and critical thinking skills to solve marketing problems presented in case studies and will be assessed on their ability to develop a strategic approach to digital marketing planning in small groups. Theoretical knowledge will be tested via a comprehensive exam at the end of the class.

A marketing fundamentals course is the recommended prerequisite.

CU34010 Writing Business English - Professional Communication C1

In this course, you will be guided to:

1. Optimise your business writing process.
2. Write with purpose, so it is clear what the reader's next action must be.
3. Diagnose and correct your own written work.

CU34634 Financial Risk Management

Financial risk management is the process of understanding and managing the financial risks that a business might be facing either now or in the future. It's not about eliminating risks, since few businesses can wrap themselves in cotton wool. Rather, it's about drawing a line in the sand. The idea is to understand what risks you're willing to take, what risks you'd rather avoid, and how you're going to develop a strategy based on your risk appetite.

The key to any financial risk management strategy is the plan of action. These are the practices, procedures and policies a business will use to ensure it doesn't take on more risk than it is prepared for. In other words, the plan will make it clear what they can and cannot do, what decisions need escalating, and who has overall responsibility for any risk that might arise. A portfolio covers the following topics:

1. Risks involved in financing a company,
2. Company profiling: Assessing the financial structure
3. Financial Risk Management: Interest rate risk (IRR)
4. Financial Risk Management: Exchange rate risk (ERR)

The course also includes a reflection task.

CU34610 Data Analysis

Data analysis addresses methods for managing and analyzing large datasets. You will learn about data mining, big data applications, and apply a few statistical methods.

Basic (high school level) knowledge of statistics is required.

CU34573 Data Management

More and more day-to-day operations in interactions between individuals and businesses process a stream of data. Think about navigating with Google Maps, using social media, online banking, traveling by plane, closing business deals, signing contracts and so on. Innovations like Internet of Things, 5G and blockchain technology will become, if they are not already, a significant part of a company – and they all thrive on data. Within companies the data that are being generated require an enormous effort to being managed, and the possibilities to monetise these data are tremendous. This course will explore these data-related trends, developments and innovations and show examples of current data management implementations. We will discuss case studies and work on a course project.

CU34574 Global Strategic Management

The performance of international firms depends critically on the design and implementation of its competitive strategy. This strategy must take account of the industry environment facing the firm, the position and likely strategies of the firm's rivals, and the firm's own capabilities and goals. This course provides an intensive survey of the most important techniques and frameworks in the field of business strategy. During the course, we will

discuss and investigate the theoretical research on the strategic topics and apply it to managerial decisions using case studies.

CU34575 Supply Chain Management & Finance

During this course you will play The Cool Connection, a cross-functional business simulation game that integrates (Financial) Supply Chain Management theory and practice in a challenging way. You can experience the impact of every decision your team makes, will measure your performance against others and receive constant feedback from those leading the simulation. Between rounds, you will reflect on what happened, be introduced to new concepts and go back to put what you have learned into practice in the next round.

Your team will benefit from the newest insights into Supply Chain Finance in the accompanying theory lectures. Applying these can give you a strategic advantage in the game. The theory sessions offer background information on SCM & Finance from a real-world perspective. We will discuss the need for optimizing the supply chain with new financial instruments and collaborations: Supply Chain Finance. It integrates financial management thinking into SCM. New instruments like (reversed) factoring and dynamic discounting are introduced during the theory lectures and can be applied within the game to your company's advantage.

CU34577 (International) HRM

Human Resource Management is part of every employee's life, whether they work in an HR-related function or not. This is an online course because it runs parallel with the graduation phase of IB-students, who are in a full-time working environment. A refresher of the main topics in HR is given first. Then, students in their graduation internship are expected to share real-life cases and with the help of literature and discussion sessions, establish HR-policies of the company they are working in and come to a comparison between the different cases. We will address hiring, on-boarding, assessing and rewarding, and firing.

COURSE DESCRIPTIONS – BUSINESS PACKAGE 2

CU34004 Business English05 - Formal Meetings

In this B2 (+) course the student will learn to use formal English :

- To participate in a meeting with an appropriate agenda
- To chair a meeting

CU34005 Business English06 – Business Correspondence & Pitching

In this B2 (+) course the student will learn to:

- write a letter of complaint using formal language and format
- understand the setup of a disappointing message (negative response to a letter of complaint)
- prepare (write) and perform a 90 second pitch using Monroe's Motivated Sequence

CU34529 Organisational Behaviour

This course will provide you with basic - theoretical - insights in Organization Behavior. In addition, you will have the opportunity to apply your newly gained knowledge as a team within the workshop and the Portfolio Exercises. Essential to effective organisational behavior are Performance Criteria and Performance Measurement.

CU034530 Management Accounting

This course will provide you with the basic Management Accounting tools to calculate organizational and team performance and advise management on current and future performance. Using realistic business problems the student will apply the cost-volume-profit analysis, (capital) budgeting, job costing using the AC/DC method, (indirect) costs allocation with the ABC breakdown and variance analysis. It is important to train calculations skills and critical thinking skills to understand what the results mean for the organization performance.

CU34531 Careers

This course serves as preparation for applying for internships and future jobs and gives the student insights in practical ways to map and expand their network.

CU034532 Research & Innovation

Students will engage in research techniques to understand what problems exist in the marketplace and innovation toward the development of a product or a service that they believe will both solve one of the problems they have identified and is marketable. Students must demonstrate level-appropriate research and analysis skills and satisfactory ability to problem-solve in an innovative way. Students will participate in a competition at the end of the block where the best ideas will be chosen for the student company program.

CU34533 Quantitative Research

The course Quantitative Research runs parallel to the course Research and Innovation. Students will learn how to create a good survey and how to analyse the results. They will also learn how to visualize data in an attractive way.

CU34507 IB Focus 5 "Behaviour and Performance"

As a business student, you will encounter many situations in which you work together with others on a project, or you have to run your own project. Planning, organizing, execution, monitoring and evaluating the results. Considering that this capacity for self-management is a basic requirement for many other activities in your life and influences your success in future professional roles, we will dedicate this module's Business Focus to 'The 7 Habits of Highly Effective People', based on the best-selling book of Stephen Covey. Each week we will explore one habit. Working on all habits one-by-one and eventually together will give you a strong character ethic and foundation for further valuable professional development.

CU34513 IB Focus 6 "Walking the line"

This course is dedicated to finding out what *not* to do when working in business, by looking at various examples of companies that "walked the line".

CU34609 Sustainable Business

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TIMELINE COURSES, BREAKS AND TESTS AT HZ FALL 21/22

Calendar week	Nr	Type of week	Starts Monday the...
35	-	Introduction week	30-8-2021
36	B1	Class	6-9-2021
37	B2	Class	13-9-2021
38	B3	Class	20-9-2021
39	B4	Class	27-9-2021
40	B5	Class	4-10-2021
41	B6	Class	11-10-2021
42	B7	T.b.d* (either wk 42 or 43 is study week without classes)	18-10-2021
43	B8		25-10-2021
44	B9	Tests	1-11-2021
45	B10	Tests	8-11-2021
46	B1	Class	15-11-2021
47	B2	Class	22-11-2021
48	B3	Class	29-11-2021
49	B4	Class	6-12-2020
50	B5	Class	13-12-2021
51	B6	Class	20-12-2021
52	-	Christmas Break	27-12-2021
1	-	Christmas Break	3-1-2022
2	B7	Class	10-1-2022
3	B8	Tests	17-1-2022
4	B9	Tests	24-1-2022
5	B10	Tests	31-1-2022

*To be confirmed 31st August latest.