



Course offer International Business Studies

Spring 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. Active preparation for and participation in the courses is a must. We welcome exchange students in our fall and spring semester.

COURSE OFFER SPRING SEMESTER 2021-2022

In the Spring 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. Click [here](#) to see the implementation regulations for the International Business programme 21/22.

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.

For a full overview, go to page 7.

- Introduction day: Monday 7th of February
- First classes: Monday 7th of February.
- Test periods: from 4th of April – 22nd of April and from 20th June – 15th July.

YOUR CONTACT PERSONS AT HZ



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Business Package 1

Course code	Course name	ECTS 28	Quarter	Year if HZ IB Curriculum
CU34609 & CU34614	Sustainable Business and Sustainable Business Project (taken together)	4	3	4
CU34570	International Sales & Sales Management	3	3	4
CU34571	International Economics	3	3	4
CU34572	Digital Marketing	3	3	4
CU34634	Financial Risk Management	2	4	4
CU34610	Data Analysis	2	3	4
CU34573	Data Management	2	4	4
CU34574	Global Strategic Management	4	4	4
CU34575	Supply Chain Management & Finance	3	4	4
CU34577	Human Resource Management	2	4	4

Business Package 2

Course code	Course name	ECTS 30	Quarter	Year IBS Curriculum
CU34004	Business English07 - Defending an idea	2	3	2
CU34006	Business English08 – Presenting like a pro/Convincing your audience	2	4	2
CU34607	IB Focus 7 “Company Failure”	2	3	2
CU34608	IB Focus 8 “Company Success”	2	4	2
CU34609 & CU34614	Sustainable Business & Sustainable Business Project (taken together)	4	3	4
CU34534	Customer Relationship Management	3	4	
Student Company: setting up and running a new, real company consists of 3 courses that cannot be taken separately:		15	3 & 4	2
CU34557	Student Company Starting a business			
CU34555	Student Company Running a business			
CU34556	Student Company Closing			

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

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 issued in an intelligent way.

CU34614 Sustainable Business Project

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CU34007 Defending an idea (Business English)

Students build up an argument, learning to problematize the opposing view and develop Monroe's Motivated Sequence, to pitch one topic of a greater argument

CU34008 Convincing your Audience (Business English)

This B2+/C1 level course introduces students to professional persuasive loop presentations, using techniques of pattern, logic and persuasion, as well as basic visual aid rules. Students will have scheduled contact with the instructor every week during which instructions and (peer)feedback are given.

Students will only be invited to present for the first round if they have completed the the interview indicated in the overview of tests for this course.

CU34534V20 Customer Relationship Management

This course offers an overview of the key competences required by a client-focused organisation. Important topics such as knowledge of the customer, value segmentation and value creation, contact strategies and the interdependency of these topics are addressed. Students acquire knowledge by studying the literature independently and they will search for practical applicability in a case study. In a project team, they create a plan for improving the organisation and making it more customer oriented.

CU34607V20 IB Focus 07-Company Failure

During the Focus classes and assignments parallel to Student Company students will analyse failed start-ups and companies and draw learnings from that for their own company.

CU34608V20 IB Focus 08-Company Success

During the Focus classes and assignments, which run parallel to Student Company, students will think about what success means to them. They will also analyse successful start-ups and draw learnings from that for their own company.

CU34557V20 Student Company Starting a business

Students will engage in a multi-disciplinary approach to creating a plan for investors. Various business models will be discussed and students will be challenged with a short timeline. Knowledge of approaches to creating a business plan and ability to execute on its creation will be tested. Marketing Plan: This course focuses on the planning and implementation activities generally associated with the marketing planning process. Students will craft a strategic marketing plan using research collected about the marketplace and their student company internal environment. Tactics (activities) will be selected that the team agrees will best help them to reach their student company goals. Students must demonstrate an ability to forecast the impact of these activities and predict what outcomes will be achieved (marketing objectives). The marketing plan will become a part of the student company business plan. Student knowledge of theory will be tested at the end of the block. Financial Plan: In this course, student company teams will create an honest financial snapshot of where they are and where they reasonably hope to go, (providing they secure the funding you need) (Cremades, 2018). The end result will be the financial plan for the student company business plan. You will create: a current balance sheet, financial forecast for the business cycle, break-even analysis, cash flow projections, income and expenses, startup costs and funding requests. A funding statement will include repayment schedule, use of funds, and the milestones you expect to achieve by then. Operational Plan: Students will craft a strategic operations plan using research collected. Decisions about operations and processes, supply chain partners and policy that the team agrees will best help them to reach their student company goals will be made. Students must demonstrate an ability to forecast the impact of their decisions and predict what outcomes will be achieved. The operations plan will become a part of the student company business plan. Managerial and Organisational Plan: This course is destined at providing instructions for the section of your business plan that addresses management and organisation. This section will help you to identify the student companies' needs, and demonstrate to investors and other licensing bodies and agencies that the student company is the team to get this job done. It basically shows the team's management and industry experience and who will do what.

CU34555V20 Student Company Running a business

Students will be evaluated on their demonstration of entrepreneurial skills, relationship building, and professionalism in a business setting. Students will demonstrate, through multiple weekly touchpoints and the shareholders' meeting, their ability to: work within a team, fulfill their student company role, execute on the business plan, adapt to changing circumstances, and communicate and conduct themselves in a professional manner.

CU34556V20 Student Company Closing a business

Students will be evaluated on their demonstration of successful company performance against their business plan. Students will reflect on their own role and performance within the company and that of their teammates. The submission of a professionally-written and accurate annual report will also assess collaboration and report-writing skills. Professionalism in communication and conduct will be evaluated in the context of interaction with coaches during the liquidation as well as in the final shareholders' meeting.

TIMELINE COURSES, BREAKS AND TESTS AT HZ 21/22

Calendarweek	Name/Nr	Activities	Starts on Monday...
6	B1	class	7-2-2022
7	B2	class	14-2-2022
8	B3	class	21-2-2022
9		No classes	28-2-2022
10	B4	class	7-3-2022
11	B5	class	14-3-2022
12	B6	class	21-3-2022
13	B7	class	28-3-2022
14	B8	tests	4-4-2022
15	B9	tests	11-4-2022
16	B10	resits	18-4-2022
17	B1	class	25-4-2022
18		no classes	2-5-2022
19	B2	class	9-5-2022
20	B3	class	16-5-2022
21	B4	class	23-5-2022
22	B5	class	30-5-2022
23	B6	class	6-6-2022
24	B7	class	13-6-2022
25	B8	tests	20-6-2022
26	B9	tests	27-6-2022
27	B10	resits	4-7-2022
28		resits	11-7-2022
29		no classes, stay available	18-7-2022
30		first week/summer	24-7-2022