



# Course offer International Business Studies

Fall Semester 2022-2023

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## 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 2022-2023

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 4<sup>th</sup> Year students, Business Package 2 consists of courses mainly taken by regular 2<sup>nd</sup> 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 29<sup>th</sup> of August.
- First classes: from Monday 5<sup>th</sup> September.
- Christmas break: expect your last classes on 23<sup>th</sup> December and the first on 9<sup>th</sup> January.
- Test periods-presence at HZ mandatory- from 31<sup>st</sup> October-11<sup>th</sup> November and from 16<sup>th</sup> January – 3<sup>th</sup> February.

### YOUR CONTACT PERSONS AT HZ



Ms. Marieke Polinder  
Dept of International Business  
[m.polinder@hz.nl](mailto:m.polinder@hz.nl)  
Office PE2.15



Ms. Evelien Clemminck  
Incoming exchange coordinator  
[evelien.clemminck@hz.nl](mailto:evelien.clemminck@hz.nl)  
Office L1.06

**Business Package 1-for advanced students with a good level of English and working experience (internship or other)**

Course code	Course name	ECTS 28	Quarter	Year if HZ IB Curriculum
<b>CU34609</b>	Sustainable Business	2	1	4
<b>CU34614</b>	Sustainable Business Project	2	1	4
<b>CU34571</b>	International Economics	3	1	4
<b>CU34610</b>	Data Analysis	2	1	4
<b>CU34572</b>	The International Business Consultant	19	1 & 2	4
	In this course, the students analyse a stock-listed company and create an advice, applying topics taught in classes about:			
	Digital Marketing Business English Writing Data Management Global Strategic Management Supply Chain Management & Finance Human Resource Management International Sales Management Doing In-Company Research			

**Business Package 2-for students who come to improve their English and/or have no work experience**

Course code	Course name	ECTS 28	Quarter	Year IBS Curriculum
<b>CU34005</b>	Customer-Company Communication (writing)	2	1	2
<b>CU34006</b>	Product Pitching & Business meeting skills	2	2	2
<b>CU34529</b>	Organisational Behaviour	4	1	2
<b>CU34530</b>	Management Accounting	3	2	2
<b>CU34531</b>	Careers	2	1	2
<b>CU34532</b>	Research & Innovation	4	2	2
<b>CU34533</b>	Quantitative Research	3	2	2
<b>CU34605</b>	IB Focus 5 “Behaviour and Performance”	2	1	2
<b>CU34606</b>	IB Focus 6 “Walking the line”	2	2	2
<b>CU34609</b>	Sustainable Business	2	1	4
<b>CU34614</b>	Sustainable Business Project	2	1	4

## COURSE DESCRIPTIONS – BUSINESS PACKAGE 1

### **CU34609 Sustainable Business KPIs**

According to Michael Porter, only companies that perform well in terms of “shared value”, hence creating value for all stakeholders, will survive in the 21st century. We increasingly realize that the old economy is not functioning anymore, and that we need to build new economies based on a strong social foundation and operating within our planetary boundaries. Companies will need to adapt to this new reality and need to come up with new business models that are aligned with the Sustainable Development Goals of the UN. In this course, the most important issues related to sustainability are explored from a business perspective, such as the role of business in climate change and in restoring damaged ecosystems. We will dive into how sustainability can positively influence profitability and discuss examples of how companies account for their sustainable business practices. In this course, we will also reconnect with nature; be prepared for outdoor activities! Nature itself will be taken as a role model for designing circular models, in which valuable resources are not lost but are managed in closed loop supply chains. You will be presented with knowledge and 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**

The sustainable business project will give you a so-called experience-based learning opportunity. You will be working in a team consisting of 2-4 students. The grade for the project will be based on the project activities, your individual contributions and the project report. You should implement your project within the period of this course.

Project requirements

- Your project must align with the concepts of shared value and circular economy.
- Your project must be evidence-based; the value of doing this project should be clarified by academic sources, also the methods/ working approaches you use in your project as well as offered solutions should be evidence-based.
- Your project should create impact; the impact can be small but meaningful, and must be aligned with one or more Sustainable Development Goals of the UN.

### **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.

### **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.

## **CU34572 The International Business Consultant**

This is a course with one test at the end of the semester. The test is for the students to individually write an analysis of and an advice for a given stock listed international company. The credits (ECTS) are only awarded if all elements of the analysis and advice are according to the assessment criteria. In order to be able to pass the course, students must also actively participate and be able to organize their work in an independent manner.

In the first half of the semester, students study:

### **GSM / Global Strategic Management**

The performance of international firms depends critically on the design and implementation of its competitive strategy. This strategy must take account 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 theoretical research on strategic topics and apply it to managerial decisions using case studies.

### **HRM/International Human Resource Management**

Human Resource Management is part of every employee's life, whether they work in an HR-related function or not. A refresher of the main topics in HR is studied 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 focus on hiring (recruitment), on-boarding (training), assessing and rewarding, and firing. Current issues such as the role of AI, diversity in the workplace and the relation between line management and HR are also addressed.

### **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. We will explore the DAMA-DMBOK2 framework, a worldwide standard for the management of data in international organisations.

### **Doing In-Company Research**

This course aims at assisting students in retrieving their knowledge about doing in-company research, identifying and addressing gaps in that knowledge with the aim of them being ready for performing field research based in-company research themselves.

In a project week (probably week 45), students will study

### **Supply Chain Management and Finance**

During this module 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, 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.

In the second half of the semester, students will study the following topics

#### 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 in 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.

#### International Sales & Sales Management

B2B or "industrial" sales follows specific rules of engagement that differ significantly from the strategies concerning consumer behaviour in the marketing/sales funnel. 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, and role-play.

## COURSE DESCRIPTIONS – BUSINESS PACKAGE 2

### **CU34005 Customer-Company Communication (writing)**

This course prepares students to be able to, in writing, professionally deal with customer company relations. It is designed to strengthen students ability to engage, understand, communicate and resolve potential issues companies may have when dealing with both other businesses and individual customers. Over the course students will learn how to write; letters of complaint, disappointing messages, everyday correspondence as well as the different and evolving etiquette in writing both formal and informal correspondence.

Students work towards a B2/C1 level according to CEFR.

### **CU34006 Product Pitching & Business meeting skills**

This course is aligned with and complements the skills students will be putting into practice in Research & Innovation CU34532 (block 2) and Starting a Company CU34557 (block 3). Students will learn how to successfully plan, write, prepare and conduct a 90 second pitch of an idea for starting a company (which they will explore in Research & Innovation). Their idea will be pitched to a select group of 'dragons' from both HZ and the wider business community in the Dragon's Den format. For weeks 6-7 students will begin to learn the

theory and vocabulary behind attending business meetings in preparation for block 3 which is aligned with Starting a Company.

Students work towards a B2/C1 level according to CEFR.

#### **CU34529 Organisational Behaviour**

This course will provide you with basic - theoretical - insights in Organisation 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 KPIs

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## TIMELINE COURSES, BREAKS AND TESTS AT HZ FALL 22/23

Calendar week	Nr	Type of week	Starts Monday the...
35	-	Introduction week	30-8-2021
36	B1	Class	5-9-2022
37	B2	Class	12-9-2022
38	B3	Class	19-9-2022
39	B4	Class	26-9-2022
40	B5	Class	3-10-2022
41	B6	Class	11-10-2022
42	B7	Class	18-10-2022
43	B8	Fall break	24-10-2022
44	B9	Tests	31-10-2022
45	B10	Tests	7-11-2022
46	B1	Class	14-11-2022
47	B2	Class	21-11-2022
48	B3	Class	28-11-2022



49	B4	Class	5-12-2022
50	B5	Class	12-12-2022
51	B6	Classes (online!)	19-12-2022
52	-	Christmas Break	26-12-2022
1	-	Christmas Break	2-1-2023
2	B7	Class	9-1-2023
3	B8	Tests	16-1-2023
4	B9	Tests	23-1-2023
5	B10	Tests	30-1-2023