



# Course offer International Business Studies

Spring 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. 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 2022-2023

In the Spring semester the IBS programme for incoming exchange students like you consists of one Business Package of 30 EC. Students who need less than 30EC can drop courses.

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 22/23.

### 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.

- Introduction day: Monday 6<sup>th</sup> of February
- First classes: Monday 6<sup>th</sup> of February.
- Test periods: from 3<sup>rd</sup> of April – 21<sup>st</sup> of April and from 19<sup>th</sup> June – 7<sup>th</sup> July.

### YOUR CONTACT PERSONS AT HZ



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## Business Package Spring

Course code	Course name	ECTS 30	Quarter	Year IBS Curriculum
<b>CU34004</b>	Business English07 - Defending an idea	2	3	2
<b>CU34006</b>	Business English08 – Presenting like a pro/Convincing your audience	2	4	2
<b>CU34607</b>	IB Focus 7 “Company Failure”	2	3	2
<b>CU34608</b>	IB Focus 8 “Company Success”	2	4	2
<b>CU34631</b>	Legal Operations and Compliance	2	3	2
<b>CU34632</b>	Circular Supply Chains	2	4	2
<b>CU34534</b>	Customer Relationship Management	3	4	2
<b>Student Company: setting up and running a new, real company</b> consists of 3 courses that cannot be taken separately:		15	3 & 4	2
<b>CU34557</b>	Student Company Starting a business			
<b>CU34555</b>	Student Company Running a business			
<b>CU34556</b>	Student Company Closing			

## COURSE DESCRIPTIONS

### **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.

### **CU34631      Legal Operations and compliance**

The aim of this course is to provide students with an overview of the most important international legal issues that are related or can potentially be related to any type of business including their student company:

- Legal forms of Companies
- Legal life of a company (from creation until Liquidation)
- Intellectual Property Rights
- Data Protection.
- Competition Law
- Legal Compliance

During this course, we will address the importance of Corporate Compliance in any kind of business, also in the context of the student company; students will be made familiar with liability risks of business operations, and they will discuss legal restrictions for firms operating nationally and/or internationally working in a national and/or internal environment.

### **CU34632      Circular Supply Chains**

Students will play a simulation game in this course, called The Blue Connection. It engages participants in the transformation from a linear to a circular value chain by implementing a circular strategy for a virtual e-bike manufacturer. Learning objectives are to be able to represent the functional roles of VP Finance, VP Purchasing, VP Supply Chain, and VP Sales, while experiencing the circular way of doing business for a sustainable future.

### **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.