



Course offer International Business Studies

Spring Semester 2023-2024

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 SPRING SEMESTER 2023-2024

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 23/24.

Ga voor gedetailleerde cursusbeschrijvingen naar de volgende pagina.

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. The full year plan can be found [here](#).

- First classes: from Monday 5th of February.

YOUR CONTACT PERSONS AT HZ



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Business Package Spring

Course code	Course name	ECTS 30	Quarter	Year IBS Curriculum
CU34007V22	Bus. English: Business & Shareholder meeting Skills	2	3	2
CU34008V22	Bus. English: Presentations - Advanced	2	4	2
CU34607V20	IB Focus 7 "Company Failure"	2	3	2
CU34608V20	IB Focus 8 "Company Success"	2	4	2
CU34631V23	Legal Operations and Compliance	2	3	2
CU34632V20	Circular Supply Chains	2	4	2
CU34534V23	Customer Relationship Management	3	4	2
Student Company: setting up and running a new, real company consists of 3 courses that cannot be taken separately:		15	3 & 4	2
CU34557V20	Student Company Starting a business	9	3	2
CU34555V20	Student Company Running a business	4	3 & 4	3
CU34556V20	Student Company Closing	2	4	2

COURSES ESPECIALLY FOR EXCHANGE STUDENTS

- CU34638V21 Dutch Culture & Language 2 ECTS
This class helps you to decipher basic Dutch and introduces you to Dutch culture and history.

For detailed course descriptions go to subsequent page.

COURSE DESCRIPTIONS

Block / Semester: S2					
CU34007V22	Title: Business & Shareholder Meeting Skills				
Course information					
Amount of study credits: 2			Language: English		
Brief description of course content: This course is aligned with and complements the skills students will be putting into practice in Starting a Company CU34557. Students will implement the practical part of conducting business meetings.. This will include weekly reflections of the previous week's meetings, emphasising teamwork, good record keeping, best practices and how to professionally and courteously convey your views/position to achieve your aims within a given meeting. This course will integrate both the theoretical and practical aspects of conducting business and shareholder meetings.					
Course learning outcomes: Students work towards a B2/C1 level according to CEFR. More information can be found on Learn in the section 'CEFR – Language competence and Codes' which includes the coded document, CEFR-Scales & Codes (all levels), that is based upon https://issuu.com/marcela-12/docs/cefr & https://rm.coe.int/168045b15e and the selected Can Do statements corresponding with the communicative competence training for this course.					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Oral assessment	Meetings	100%	5.5	B3 ongoing; B4 ongoing

Block / Semester: S2					
CU34008V22	Title: Presentations - advanced				
Course information					
Amount of study credits: 2			Language: English		
Brief description of course content: This course builds on presenting skills acquired in the first year to deepen and widen the knowledge and application of students presenting skills to ensure they understand the target audience, how to best engage their audience and to deliver the intended message in a clear and succinct manner. Students will combine the use of technology to present information in a user friendly and easily understandable format with good oratory skills as they prepare to go on their internships.					
Course learning outcomes: Students work towards a B2/C1 level according to CEFR. More information can be found on Learn in the section 'CEFR – Language competence and Codes' which includes the coded document, CEFR-Scales & Codes (all levels), that is based upon https://issuu.com/marcela-12/docs/cefr & https://rm.coe.int/168045b15e and the selected Can Do statements					

corresponding with the communicative competence training for this course.

Compulsory literature:

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Presentation (individual)	Presentation (individual)	100%	5.5	B4.8; B4.10

Block / Semester: S2

CU34534V23 **Title: Customer Relationship Management**

Course information

Amount of study credits: 3 **Language: English**

Brief description of course content:

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.

Course learning outcomes:

At the end of this course, the student can:
 1) understand the key competences required by a client-focused organisation
 2) apply knowledge about CRM to a practical case
 PLO: TWM16

Compulsory literature:

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (group)	Group assignment	80%	5.5	B4.8; B4.10
TOETS02 (VT)	Assignment (individual)	Individual conclusion	20%	5.5	B4.8; B4.10

Block / Semester: S2					
CU34557V20		Title: Student Company Starting a business			
Course information					
Amount of study credits: 9			Language: English		
<p>Brief description of course content:</p> <p>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 (Cremades, 2018, on forbes.com).</p> <p>Preconditions: Successfully completed Starting a Business and follow Closing a Business afterwards.</p>					
<p>Course learning outcomes:</p> <p>At the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate entrepreneurial skills • Build relationships • Show professionalism in a business setting • Work within a team • Fulfill their student company role • Execute on the business plan • Adapt to changing circumstances • Communicate and conduct themselves in a professional manner <p>POs: WT2; WW6; LW9,11-13; TWM15,21, 19, 22 and WW4</p>					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment	Marketing Plan	17%	5.5	B3.5; B3.6

	(group)				
TOETS02 (VT)	Assignment (group)	Operational Plan	17%	5.5	B3.5; B3.6
TOETS03 (VT)	Assignment (group)	Financial Plan	17%	5.5	B3.5; B3.6
TOETS04 (VT)	Assignment (group)	Managerial Plan	17%	5.5	B3.5; B3.6
TOETS05 (VT)	Assignment (group)	Business Plan	32%	5.5	B3.5; B3.6

Block / Semester: S2					
CU34555V20	Title: Student Company Running a business				
Course information					
Amount of study credits: 4			Language: English		
Brief description of course content:					
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.					
Preconditions: Successfully completed Starting a Business and follow Closing a Business afterwards.					
Course learning outcomes:					
At the end of this course students will be able to:					
<ul style="list-style-type: none"> • Demonstrate entrepreneurial skills • Build relationships • Show professionalism in a business setting • Work within a team • Fulfill their student company role • Execute on the business plan • Adapt to changing circumstances • Communicate and conduct themselves in a professional manner 					
PLOs: WT2;WW6; LW9,11-13; TWM16,20,21					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Oral assessment	Feedback methods mastery	20%	5.5	B4.4
TOETS02 (VT)	(Workplace) Assessment	Progress assessment by Coach	40%	5.5	B4.3

Block / Semester: S2					
CU34556V20		Title: Student Company Closing a business			
Course information					
Amount of study credits: 2			Language: English		
<p>Brief description of course content: 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. Preconditions: having successfully finished Starting a business and Running a business.</p>					
<p>Course learning outcomes: At the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate successful company performance against their business plan • Reflect on their own role and performance within the company and that of their teammates • Collaborate • Write a professional annual report • Professionally interact with (external) coaches and shareholders <p>PLOs: WW4,6;LW9,11-13; TWM18,21</p>					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (group)	Annual Report	60%	5.5	B4.8; B4.10
TOETS02 (VT)	Practical exercise	Shareholders' meeting: report on returns	20%	5.5	B4.7
TOETS03 (VT)	Assignment (group)	Liquidation	20%	5.5	B4.11
TOETS03 (VT)	Practical exercise	Peer assessment behaviour + contribution	40%	5.5	B4.6

Block / Semester: S2					
CU34631V23		Title: Legal Operations and Compliance for Business			
Course information					
Amount of study credits: 2			Language: English		
Brief description of course content:					
<ul style="list-style-type: none"> • Legal forms of Companies • Legal life of a company (from creation until Liquidation) • Intellectual Property Rights • Data Protection • Competition Law • Legal Compliance 					
Course learning outcomes:					
<ul style="list-style-type: none"> • Highlighting the importance of Corporate Compliance in any kind of business especially in the context of their student company course. • Familiarize students with liability risks of business operations. • Informing students about the legal restrictions for firms operating nationally and/or internationally working in a national and/or internal environment. 					
PLO: WT3					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Written knowledge test	Multiple choice questions	100%	5.5	B3.8; B3.10

Block / Semester: S2					
CU34632V20		Title: Circular Supply Chains			
Course information					
Amount of study credits: 2			Language: English		
Brief description of course content:					
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.					
Course learning outcomes:					
The students					
<ul style="list-style-type: none"> • learn to represent the functional roles of VP Finance, VP Purchasing, VP Supply Chain, and VP Sales. • experience the circular way of doing business for a sustainable future. 					
Related to PLOs WT1, WT3, TWM19 and TWM21					
Assessment information					

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	B4.7; B4.10

Block / Semester: S2					
CU34607V20	Title: IB Focus 07-Company Failure				
Course information					
Amount of study credits: 2			Language: English		
Brief description of course content: During these classes and assignments that run parallel to Student Company students will analyse both failed start-ups and bigger companies, and draw learnings from that for their own company.					
Course learning outcomes: At the end of this course, the student can: <ul style="list-style-type: none"> • understand mechanisms of failure • critically assess factors of company failure • use the appropriate professional vocabulary to describe factors of failure • assess a company for exposure to failure • compare companies' failure by means of creating graphs and infographics 					
Compulsory literature: All material provided by the teacher via Learn; stages of decline inspired by the bestseller "How the mighty fail" by J. Collins					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	B3.8; B3.10

Block / Semester: S2					
CU34608V20		Title: IB Focus 08-Company Success			
Course information					
Amount of study credits: 2			Language: English		
Brief description of course content: During these classes and assignments that 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.					
Course learning outcomes: At the end of this course students will be able to: <ul style="list-style-type: none"> • Give an overview of reasons why companies (not only start ups) succeed • Recognize patterns that predict future success • Elaborate on their own in-depth, personal vision of success 					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	B4.8; B4.10