



Course offer International Business Studies

Fall Semester 2024-2025

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 2024-2025

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.

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](#).

- Introduction week: from Monday 26th of August.
- First classes: from Monday 2nd of September.
- Christmas break: expect your last classes on 20th December 2024 and the first on 6th of January 2025.

YOUR CONTACT PERSONS AT HZ



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

Course code	Course name	ECTS	Quarter	Year if HZ IB Curriculum
CU34572V23	Geopolitics	2	1	4
CU34575V23	Supply Chain Management & Finance	4	1 / 2	4
CU34577V20	Human Resource Management	2	1	4
CU34578V23	Corporate Strategy and Governance	6	1	4
CU34579V23	Marketing, Sales and Analytics	8	2	4
CU34609V20	IB Focus 09-Sustainable Practice	2	1	4
CU34610V20	IB Focus 10-Data Analysis	2	2	4
CU34614V20	Sustainable Business Project	2	1	4
CU34634V22	Business Improvement Tools & Techniques	2	2	4
additional courses				
CU34622V23	NRG Project*	2	2	
CUXXXXX	Dutch Culture & Language	2	1 / 2	
CU34639V21	HZ Sport Incoming Exchange	1,25	1 / 2	

* only of possible schedule wise

See course descriptions of Business package 1 as from on page 3.

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

Course code	Course name	ECTS	Quarter	Year IBS Curriculum
CU34004V22	Customer-Company Communication (written)	2	1	2
CU34006V22	Product Pitching & Business Meeting skills	2	2	2
CU34529V23	Organisational Behaviour	3	1	2
CU34530V20	Management Accounting	3	1	2
CU34531V20	Career, Jobs & Networking	2	1 / 2	2
CU34532V20	Research & Innovation	4	2	2
CU34533V20	Quantitative Research	3	2	2
CU34540V23	International Economics	3	1	2
CU34605V20	IB Focus 05-Behaviour & Performance	2	1	2
CU34606V20	IB Focus 06-Walking the Line	2	2	2
additional courses				
CU34622V23	NRG Project*	2	2	
CUXXXXX	Dutch Culture & Language	2	1 / 2	
CU34639V21	HZ Sport Incoming Exchange	1,25	1 / 2	

* only of possible schedule wise

See course descriptions of Business package 2 as from on page 17.

COURSE DESCRIPTIONS – BUSINESS PACKAGE 1

Block / Semester: S1					
CU34572V23		Title: Geopolitics			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: International relations are, of course, influenced by geographic space. During this course we will discuss the particularities of different geographic spaces, countries and continents and how international business is influenced by geopolitics. Students will also work on creating different scenarios for internationally operating businesses.					
Course learning outcomes: PLOs: WT3					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (group)	test in pairs?	100%	5.5	

Block / Semester: S1					
Block / Semester: S2					
CU34575V23	Title: Supply Chain Management & Finance				
Course information					
Amount of study credits: 4	Language: English				
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content:					
<p>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, 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.</p> <p>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.</p>					
Course learning outcomes:					
At the end of this course, you will be able to:					
<ul style="list-style-type: none"> • Sufficiently describe, analyse, and apply the knowledge of working capital management in the supply chain • Relate the managing of working capital to supply chain management • Understand how multiple actors in a supply chain work interdependently • Analyze the effect of business decisions on both the operations and financial performance • Define and execute strategies and reflect on the consequences for the overall business performance 					
PLOs: TWM20+21					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)		Test	100%	5.5	Here the blockweek of test

Block / Semester: S1					
Block / Semester: S2					
CU34577V20	Title: Human Resource Management				
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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 which runs parallel with the graduation phase of IB-students. 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.					
Course learning outcomes: At the end of this course the student can assess their peers in a transparent, objective way, with explicit understanding of their social and cultural background. The student can tell what the important factors are in making decisions about human resources. The student has knowledge of all the stages of the employee life cycle and the role of HRM in those stages. The student is aware of the most striking current issues in intercultural and international human resource management. PLOs: WT1, WT3, WW6, WW7, LW12, TWM20, TWM22					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (individual)	Proof of learning	100%	5.5	

Block / Semester: S1					
CU34578V23		Title: Corporate Strategy and Governance			
Course information					
Amount of study credits: 6			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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 the theoretical research on the strategic topics and apply it to managerial decisions using case studies. You will explore hot topics, including business models, corporate governance, innovation and entrepreneurship.					
Course learning outcomes: At the end of the course the student has an understanding and can apply the theoretic concepts used in the course Corporate Strategy & Governance. PLOs: WT1, WT2, WT3, WW7, TWM18, TWM19, TWM20, TWM22, TWM23, TWM24					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (group)	Report	100%	5.5	Nr of blockweek for test and resit

Block / Semester: S1					
CU34579V23		Title: Marketing, Sales and Analytics			
Course information					
Amount of study credits: 8			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: In this course students will work in groups of four to make a complete analysis of an existing organisation's marketing and sales process. They will use the appropriate analytics to suggest improvements for various stages of the marketing-sales funnel (or customer journey), while taking into account the suitability and (organisational and financial) feasibility of the improvements. They will analyse the organisation's way of applying GDPR and advise about that. Both B2C and B2B strategies, especially account based marketing, will be discussed. This course requires basic excel skills such as the creation of pivot tables and meaningful graphs of combined variables.					
Course learning outcomes: PLOs: WW7, LW10, TWM15, TWM16 and TWM17					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (group)	Report and oral defence	100%	5.5	Nr of blockweek for test and resit

Block / Semester: S1					
Block / Semester: S2					
CU34609V20		Title: IB Focus 09-Sustainable Practice			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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.					
Course learning outcomes: At the end of this course students will be able to: 1) reproduce basic knowledge on the issues that are currently on the strategic sustainability agenda 2) understand the basics of ecology 3) discuss the most pressing sustainability issues based on the SDG’s and the Planetary Boundaries framework and the role of business in improving these, such as mitigating and adapting to climate change and restoring damaged ecosystems 4) understand the current transition from an economic angle: discuss how sustainability relates to financial performance and being able to define KPI’s for business to account for their sustainability performance. PLOs: WT1,3; WW6; LW10,12; TWM24					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Written knowledge test	Written exam	100%	5.5	

Block / Semester: S1					
Block / Semester: S2					
CU34610V20		Title: IB Focus 10-Data Analysis			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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. The course relies on previously acquired excel skills and knowledge of descriptive statistics.					
Course learning outcomes: At the end of this course students will be able to: <ul style="list-style-type: none"> • lay out how data is organised in tables. • check the integrity of datasets. • assess the quality of datasets. • clean up datasets. • add missing data to datasets. • combine datasets. • import and export voluminous datasets from a variety of data formats into and from Microsoft Excel. • plot the connections of various types in relational databases. • create and run queries in simple relational databases by means of MS Excel Queries. • <u>apply a wide variety of functions and features in MS Excel</u> to analyse datasets. • report conclusions of dataset analyses in tables and charts. 					
PLO: WW7					
Compulsory literature: For MAC-users legitimate MS Excel package for Windows via MAC-bootmanager or Parallels. For Windows-users legitimate MS Excel package.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Written knowledge test	Written knowledge test - Digital test	100%	5.5	

Block / Semester: S1					
Block / Semester: S2					
CU34614V20	Title: Sustainable Business Project				
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content:					
<p>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.</p> <p>Project requirements</p> <ul style="list-style-type: none"> - 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 UN Sustainable Development Goals. 					
Course learning outcomes:					
<ul style="list-style-type: none"> • Being able to apply sustainability theory into practice • Explain one or more sustainability issues and how your project aims to positively contribute to the issue(s), and thereby apply sound argumentation by using a range of academic sources • Understanding what it means to make positive changes that matter • Being able to apply project management skills <p>Being able to collaborate with team members with different cultural backgrounds</p> <p>PLO: WT2, WW6</p>					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Portfolio	Report (including individual reflection)	100%	5.5	

Block / Semester: S1					
CU34634V22		Title: EL10-Business Improvement Tools & Techniques			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: The contents of this course varies per year, giving students the opportunity to work on current techniques for business improvement. Possible topics are Lean 6 Sigma, World Class Operations Management, process modeling, and so on.					
Course learning outcomes:					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	

Block / Semester: S1					
Block / Semester: S2					
CU34638V20		Title: Dutch Culture & Language			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content:					
<p>Dutch Culture and Language (DCL) is a course especially designed for you as a non-Dutch speaking Incoming Exchange student. The course load is of 2ECTS, approx. 56 hours. The course has three objectives.</p> <p>Firstly, in this course HZ UAS likes to give you an insight into Dutch culture. In order to achieve this, you will learn about history, arts, geography and traditional versus modern life in The Netherlands.</p> <p>The second objective of this course is to make you familiar with the phonology of Dutch, basic vocabulary needed for every day socio-cultural interaction in Dutch and a few grammatical quirks of Dutch. If you'd desire to formally study Dutch as a foreign language, this would be a good start.</p> <p>Thirdly, HZ UAS has around sixty incoming exchange students every year. The classes being attended by people with many different backgrounds and being inter-departmental, they are a great place to meet with fellow students from various countries of origin in various Bachelor-programmes.</p> <p>Last but not least some outdoor activities are being organised during the semester, destined at experiencing Dutch culture and using your Dutch in real-life settings.</p>					
Course learning outcomes:					
Make Incoming Exchange students familiar with a few aspects of Dutch culture and history and practice a dozen or more common expressions for every day use.					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Active participation and assignments	100%	0.0	

Block / Semester: S1					
Block / Semester: S2					
CU34639V21	Title: HZ Sport Incoming Exchange				
Course information					
Amount of study credits: 1.25			Language: Dutch		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Stay fit alongside your work and studies with HZ Sport! HZ Sport makes your study/work time at HZ extra fun with its many sports opportunities. With the HZ Sport Pass, for example, you can swim for free or take part in the weekly activities such as volleyball and futsal. You can earn credits by take part in HZ Sport activities, help organise/support HZ Sport activities and/or help promote HZ Sport (e.g. during the Open Days). Contact via hzsport@hz.nl. Credits will be awarded based on proof provided by HZ Sport Office to the study coach of IB.					
Course learning outcomes:					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Attendance	Proof of participation	100%	5.5	

Block / Semester: S1					
CU34622V23		Title: NRG Project			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: NB. This week takes place between the test week and the resit week of quarter 2, last week of January 2024. During the NRG project week the student learns to work in an interdisciplinary project, which means with students from different programs from different years with a maximum of 5 students per project group. Within a short week students unravel interesting topics and work on problem statements for a company/stakeholder within the Zeeland region. Final recommendations are being presented to the group's stakeholders at the end of the week.					
Course learning outcomes:					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	2.9; 3.4

Block / Semester: S1					
CU34638V20		Title: Dutch Culture & Language			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: <p>Dutch Culture and Language (DCL) is a course especially designed for you as a non-Dutch speaking Incoming Exchange student. The course load is of 2ECTS, approx. 56 hours. The course has three objectives.</p> <p>Firstly, in this course HZ UAS likes to give you an insight into Dutch culture. In order to achieve this, you will learn about history, arts, geography and traditional versus modern life in The Netherlands.</p> <p>The second objective of this course is to make you familiar with the phonology of Dutch, basic vocabulary needed for every day socio-cultural interaction in Dutch and a few grammatical quirks of Dutch. If you'd desire to formally study Dutch as a foreign language, this would be a good start.</p> <p>Thirdly, HZ UAS has around sixty incoming exchange students every year. The classes being attended by people with many different backgrounds and being inter-departmental, they are a great place to meet with fellow students from various countries of origin in various Bachelor-programmes.</p> <p>Last but not least some outdoor activities are being organised during the semester, destined at experiencing Dutch culture and using your Dutch in real-life settings.</p>					
Course learning outcomes: Make Incoming Exchange students familiar with a few aspects of Dutch culture and history and practice a dozen or more common expressions for everyday use.					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Active participation and assignments	100%	0.0	

Block / Semester: S1					
CU34639V21		Title: HZ Sport Incoming Exchange			
Course information					
Amount of study credits: 1.25			Language: Dutch		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Stay fit alongside your work and studies with HZ Sport! HZ Sport makes your study/work time at HZ extra fun with its many sports opportunities. With the HZ Sport Pass, for example, you can swim for free or take part in the weekly activities such as volleyball and futsal. You can earn credits by take part in HZ Sport activities, help organise/support HZ Sport activities and/or help promote HZ Sport (e.g. during the Open Days). Contact via hzsport@hz.nl. Credits will be awarded based on proof provided by HZ Sport Office to the study coach of IB.					
Course learning outcomes:					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Attendance	Proof of participation	100%	5.5	

COURSE DESCRIPTIONS – BUSINESS PACKAGE 2

Block / Semester: S1					
CU34004V22		Title: Customer-Company Communication (written)			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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.					
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: Cost: €0.00, All compulsory literature is available on Learn					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Written knowledge test	Final Written Test Letters	100%	5.5	

Block / Semester: S1					
CU34006V22		Title: Product Pitching & Business Meeting skills			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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.					
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: Cost: €0.00, All compulsory literature is available on Learn					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Oral assessment	90 sec Pitch	80%	5.5	
TOETS02 (VT)	Portfolio	Meeting	20%	5.5	

Block / Semester: S1					
CU34529V23		Title: Organisational Behaviour			
Course information					
Amount of study credits: 3			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: During the Organisational Behaviour (OB) classes the student will learn (more) about and discuss specific topics to analyse how a team in an organisation deals with change, in theory and practice. The practical assignment is done in a group and therefore PLOs 'ways of working' and 'living in the world' are involved. However, tests are based on testing knowledge & understanding of selected topics.					
Course learning outcomes: At the end of this course, the student can: 1. find with a research team a suitable company and build a relevant case study to assess the impact of change on team level 2. critically review the theories and select concepts for the case study assignment 3. participate pro-actively and committed in a group process 4. basically understand what the theories presented in class are about 5. reflect on the findings and conclusions, and his/her contribution to the group process 6. relate the learning experience about organisational behaviour to his/her personal goals and expectations working with people in a company					
Compulsory literature: Essentials of Organizational Behavior, Robbins, S.P., Judge, T.A., 14th edition, ISBN: 9 781292 221410, Cost: €64.00, (Mind the ISBN number! Price from Studystore.) Other material is made available via Learn.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Research report	60%	5.5	
TOETS02 (VT)	Written knowledge test	Written knowledge test - Theory test	40%	5.5	

Block / Semester: S1					
CU34530V20		Title: Management Accounting			
Course information					
Amount of study credits: 3			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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.					
Course learning outcomes: At the end of this course the student can: 1) calculate organisational and team performance 2) advise management on current and future performance 3) apply calculation skills PLOs: WT3; WW6; LW12; TWM24					
Compulsory literature: Accounting and Finance: an Introduction, Harlow, 9th edition, ISBN: 9781292204482, Cost: €60.00, To be used for other courses in Year 1 and Year 2.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)		Business case based Interview	100%	5.5	

Block / Semester: S1					
CU34531V20		Title: Career, Jobs & Networking			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: This course serves as preparation for applying for internships and future jobs and gives the student insights in practical ways to build their professional profile and expand their network. The first lecture addressed the trends and developments in the world around us, while the other workshops will be more targeted at your own career development and 'personal branding'. Nowadays it is more important that people can find you online and have a good impression of what you capable of. One or two workshops will be given in cooperation with The Work Zone, which is the HZ internship and employment agency.					
Course learning outcomes: At the end of this course, the student can 1) understand personal branding 2) know what they are capable of 3) apply for internships and future jobs PLOs: WW4; LW8; TWM24					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)		Portfolio	100%	5.5	

Block / Semester: S1					
CU34532V20		Title: Research & Innovation			
Course information					
Amount of study credits: 4			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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. Pitching skills will used and students will participate in a competition at the end of the block where the best ideas will be chosen for the student company program.					
Course learning outcomes: At the end of this course students will be able to: <ul style="list-style-type: none"> • Use research techniques to understand what problems and opportunities exist in the marketplace • Use structured innovation techniques to develop a marketable product or a service idea in response to identified problems and opportunities • Possess level-appropriate research and analysis skills • Possess a satisfactory ability to problem-solve in an innovative way • Develop and present a business competition product concept pitch 					
PLOs: WT1,2;WW6; LW9,12; TWM15					
Compulsory literature: Marketing: Theory, Evidence, Practice, Byron Sharp, 1st edition, ISBN: 9780195573558, This book is also used in the IB1 core course, "Market Research" Value Proposition Design, A. Osterwalder, Y. Pigneur, ISBN: 9781118968055, This book is also used in IB1 core course "CCI"					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Documentation journey to product/idea	50%	5.5	
TOETS02 (VT)	Oral assessment	Dragon's Den	50%	5.5	

Block / Semester: S1					
CU34533V20		Title: Quantitative Research			
Course information					
Amount of study credits: 3			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: The course Quantitative Research precedes Student Company. Students will learn how to create a good survey and how to analyse the results, applying basic statistics. They will also practice visualisation of data in an attractive way. Students must be able to set up a proper survey for researching their SC idea.					
Course learning outcomes: At the end of this course students will be able to understand the basics of doing quantitative research, analyse outcomes of a survey and visualise these in a business-like way and to have gained knowledge to create a good survey themselves. PLOs: WW6,7; TWM24					
Compulsory literature: Cost: €5.00, Material indicated by teacher					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS02 (VT)	Presentation (individual)	Group presentation (Case test)	50%	5.5	
TOETS03 (VT)	Written knowledge test	Written knowledge test (Overall test)	50%	5.5	

Block / Semester: S1					
CU34540V23		Title: International Economics			
Course information					
Amount of study credits: 3			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: 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.					
Course learning outcomes: PLOs: WT1, WT3, LW14					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Written knowledge test	Written test	100%	5.5	

Block / Semester: S1					
CU34605V20		Title: IB Focus 05-Behaviour & Performance			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Considering that the 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.					
Course learning outcomes: <ul style="list-style-type: none"> • Understand how you can change your own behavior & thereby the outcomes • Know what way you build healthy fundamental habits and can assess which ones are useful • Be aware of how you can create and maintain good social relationships including a constructive relationship with yourself <p>This course contributes to the following PLO's: Personal & Professional Development (LW8): Express reflections on her/his development with the aim of personal growth, and (LW9): Respond appropriately to an unfamiliar or unexpected changing business environment</p>					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Paper	Write business management article	100%	5.5	

Block / Semester: S1					
CU34606V20		Title: IB Focus 06-Walking the Line			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Ethics in business.					
Course learning outcomes: During this course, students will develop understanding and respect via dialogue and argumentative essay writing the different perspectives for choices and respect for different views.					
Compulsory literature: Provided by teacher: Harvard Lecture materials, Ethical Theory and discussions on 'What is the right thing to do?'					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	

Block / Semester: S1					
CU34622V23		Title: NRG Project			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: NB. This week takes place between the test week and the resit week of quarter 2, last week of January 2025. During the NRG project week the student learns to work in an interdisciplinary project, which means with students from different programs from different years with a maximum of 5 students per project group. Within a short week students unravel interesting topics and work on problem statements for a company/stakeholder within the Zeeland region. Final recommendations are being presented to the group's stakeholders at the end of the week.					
Course learning outcomes:					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	2.9; 3.4

Block / Semester: S1					
CU34638V20		Title: Dutch Culture & Language			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: <p>Dutch Culture and Language (DCL) is a course especially designed for you as a non-Dutch speaking Incoming Exchange student. The course load is of 2ECTS, approx. 56 hours. The course has three objectives.</p> <p>Firstly, in this course HZ UAS likes to give you an insight into Dutch culture. In order to achieve this, you will learn about history, arts, geography and traditional versus modern life in The Netherlands.</p> <p>The second objective of this course is to make you familiar with the phonology of Dutch, basic vocabulary needed for every day socio-cultural interaction in Dutch and a few grammatical quirks of Dutch. If you'd desire to formally study Dutch as a foreign language, this would be a good start.</p> <p>Thirdly, HZ UAS has around sixty incoming exchange students every year. The classes being attended by people with many different backgrounds and being inter-departmental, they are a great place to meet with fellow students from various countries of origin in various Bachelor-programmes.</p> <p>Last but not least some outdoor activities are being organised during the semester, destined at experiencing Dutch culture and using your Dutch in real-life settings.</p>					
Course learning outcomes: Make Incoming Exchange students familiar with a few aspects of Dutch culture and history and practice a dozen or more common expressions for everyday use.					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Active participation and assignments	100%	0.0	

Block / Semester: S1					
CU34639V21		Title: HZ Sport Incoming Exchange			
Course information					
Amount of study credits: 1.25			Language: Dutch		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Stay fit alongside your work and studies with HZ Sport! HZ Sport makes your study/work time at HZ extra fun with its many sports opportunities. With the HZ Sport Pass, for example, you can swim for free or take part in the weekly activities such as volleyball and futsal. You can earn credits by take part in HZ Sport activities, help organise/support HZ Sport activities and/or help promote HZ Sport (e.g. during the Open Days). Contact via hzsport@hz.nl. Credits will be awarded based on proof provided by HZ Sport Office to the study coach of IB.					
Course learning outcomes:					
Compulsory literature:					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Attendance	Proof of participation	100%	5.5	