



Course offer International Business

Fall Semester 2025-2026



UNIVERSITY
OF APPLIED SCIENCES

INTERNATIONAL BUSINESS

International Business (IB) 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 2025-2026

In the Fall semester the IB 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.

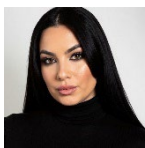
For a brief overview go to the next page. For detailed course descriptions go to subsequent pages.

TIMELINE OF HZ UAS IB 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 25th of August.
- First classes: from Monday 1st of September.
- Christmas break: expect your last classes on December 19, 2025 and the first on January 5, 2026.

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 HZ IB Curriculum
CU34572V23	Geopolitics	2	1	4
CU34575V24	Supply Chain Management & Finance	4	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 possible if 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 working experience

Course code	Course name	ECTS	Quarter	Year HZ IB Curriculum
CU34004V22	Customer-Company Communication (written)	2	1	2
CU34006V22	Product Pitching & Business Meeting skills	2	2	2
CU34529V24	Organisational Behaviour	3	1	2
CU34530V20	Management Accounting	3	1	2
CU34531V20	Career, Jobs & Networking	2	1 / 2	2
CU34532V20	Research & Innovation	4	1 / 2	2
CU34533V23	Quantitative Research	3	1	2
CU34540V24	International Economics	3	2	2
CU34605V24	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 possible if schedule wise

See course descriptions of Business package 2 as from on page 15.

COURSE DESCRIPTIONS – BUSINESS PACKAGE 1

Block / Semester: S1					
CU34572 V23	Title: Geopolitics				
Course information					
Amount of study credits: 2				Language: English	
Conditions for course participation: None					
Conditions for test participation: None					
Brief description of course content:					
<p>Geopolitics is an ever-present aspect of our daily lives. This course explores the relationship between geography and international affairs, delving into the historical roots and development of geopolitical concepts and ideas. Through examining how different nations perceive the world, we gain insight into why their views differ and how power, interests, distance and space play a role in economic and security concerns.</p> <p>We begin by briefly introducing the origins and fundamental concepts. Then, look at some historical situations and analyze their implications through a critical analysis. The next step is took at the current world from the view of Countries, Strategic Alliances and Corporations.</p> <p>The main goal of the course is to understand the geopolitical approach to international relations and learn how to use it to explain and predict events taking place at the regional or global level.</p>					
Course learning outcomes:					
<ul style="list-style-type: none">• Upon completion of this course students will be able to discuss:• Introduction and basic concepts• Some historical analysis from the geopolitics perspective• Key Players in Contemporary Geopolitics: Countries• Key Players in Contemporary Geopolitics: Big Corporations• International Strategic Alliances• Relevant Industries: Energy, Cars, Communications, Food, etc.• What If? Analysis about potential future scenarios (Exam preparation)					
PLOs WT1,2,3, WW6, and LW9, 10 & 12					
Compulsory literature: All material prepared by teacher and offered via Learn					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Oral assessment	Case based discussion	100%	5.5	B1.8; B1.9

Block / Semester: S1					
CU34575V24		Title: Supply Chain Management & Finance			
Course information					
Amount of study credits: 4			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
Brief description of course content: 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. 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.					
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)	Presentation (individual)	Presentation	100%	5.5	B2.8; B2.10

Block / Semester: S1					
CU34577V20		Title: Human Resource Management			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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. A refresher of the main topics in HR is given. Then, students will establish current HR-policies, tools and techniques, and present and discuss them during class hours. 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	B1.8; B2.1

Block / Semester: S1					
CU34578V23		Title: Corporate Strategy and Governance			
Course information					
Amount of study credits: 6			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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 & Corporate Governance.					
PLOs: WT1, WT2, WT3, WW7, TWM18, TWM19, TWM20, TWM22, TWM23, TWM24					
Compulsory literature:					
Exploring Strategy - Text and Cases, R. Whittington e.a., 13th edition, ISBN: 9781292428741, Cost: €94.00, 13th Edition required! Price mentioned is for paperback via Managementboek.nl. Cheaper digital edition may be available via the publisher.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (group)	Report	100%	5.5	B1.8; B2.2

Block / Semester: S1					
CU34579V23		Title: Marketing, Sales and Analytics			
Course information					
Amount of study credits: 8			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
Brief description of course content:					
<p>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. Purposeful marketing is a concept introduced in this course. Both B2C and B2B strategies, especially account based marketing, will be discussed.</p> <p>Based on individual efforts (to be made clear by each student based on a shared time sheet per team) and on the response during the oral defence, students within one team may receive different grades.</p> <p>This course requires basic excel skills such as the creation of pivot tables and of meaningful graphs of combined variables.</p>					
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)	Portfolio and oral defence	100%	5.5	B2.8; B2.10

Block / Semester: S1					
CU34609V20		Title: IB Focus 09-Sustainable Practice			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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 21 st 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	B1.8; B1.9

Block / Semester: S1					
CU34610V20		Title: IB Focus 10-Data Analysis			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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	B2.8; B2.10

Block / Semester: S1					
CU34614V20		Title: Sustainable Business Project			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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• Being able to collaborate with team members with different cultural backgrounds <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	B1.8; B2.10

Block / Semester: S1					
CU34622V23		Title: NRG Project			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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 and a portfolio will be requested after the project week.					
Course learning outcomes:					
As a result of the project week, the student will (at least) be able to <ul style="list-style-type: none">view the presented problem from different perspectives than just their own;understand the necessity of working in multidisciplinary teams.					
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	B2.9; B3.4

Block / Semester: S1					
CU34634V22		Title: Business Improvement Tools & Techniques			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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:					
At the end of the course the student will have gained additional knowledge about ways to improve the ways of working of organisations.					
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	B2.8; B2.10

Block / Semester: S1					
Block / Semester: S2					
CU34638V21	Title: Dutch Culture & Language				
Course information					
Amount of study credits: 2				Language: English	
Conditions for course participation: none					
Conditions for test participation: none					
Brief description of course content:					
This course for exchange students is aimed at improving awareness and familiarity with Dutch Culture and customs. Through bi-weekly lessons and activities, students will learn more about the Netherlands and its inhabitants. Students keep a portfolio, in which they work on different assignments and activities throughout the course.					
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%	5.5	2 , 4

Block / Semester: S1					
Block / Semester: S2					
CU34639V21		Title: HZ Sport Incoming Exchange			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
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	

DESCRIPTIONS – BUSINESS PACKAGE 2

Block / Semester: S1					
CU34572V23		Title: Geopolitics			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
Brief description of course content:					
Geopolitics is an ever-present aspect of our daily lives. This course explores the relationship between geography and international affairs, delving into the historical roots and development of geopolitical concepts and ideas. Through examining how different nations perceive the world, we gain insight into why their views differ and how power, interests, distance and space play a role in economic and security concerns.					
We begin by briefly introducing the origins and fundamental concepts. Then, look at some historical situations and analyze their implications through a critical analysis. The next step is took at the current world from the view of Countries, Strategic Alliances and Corporations.					
The main goal of the course is to understand the geopolitical approach to international relations and learn how to use it to explain and predict events taking place at the regional or global level.					
Course learning outcomes:					
Upon completion of this course students will be able to discuss:					
Introduction and basic concepts					
Some historical analysis from the geopolitics perspective					
Key Players in Contemporary Geopolitics: Countries					
Key Players in Contemporary Geopolitics: Big Corporations					
International Strategic Alliances					
Relevant Industries: Energy, Cars, Communications, Food, etc.					
What If? Analysis about potential future scenarios (Exam preparation)					
PLOs WT1,2,3, WW6, and LW9, 10 & 12					
Compulsory literature:					
All material prepared by teacher and offered via Learn					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Oral assessment	Case based discussion	100%	5.5	B1.8; B1.9

Block / Semester: S1					
CU34575V24		Title: Supply Chain Management & Finance			
Course information					
Amount of study credits: 4			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
Brief description of course content:					
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.					
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.					
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)	Presentation (individual)	Presentation	100%	5.5	B2.8; B2.10

Block / Semester: S1					
CU34577V20		Title: Human Resource Management			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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. A refresher of the main topics in HR is given. Then, students will establish current HR-policies, tools and techniques, and present and discuss them during class hours. 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	B1.8; B2.1

Block / Semester: S1					
CU34578V23		Title: Corporate Strategy and Governance			
Course information					
Amount of study credits: 6			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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 & Corporate Governance. PLOs: WT1, WT2, WT3, WW7, TWM18, TWM19, TWM20, TWM22, TWM23, TWM24					
Compulsory literature: Exploring Strategy - Text and Cases, R. Whittington e.a., 13th edition, ISBN: 9781292428741, Cost: €94.00, 13th Edition required! Price mentioned is for paperback via Managementboek.nl. Cheaper digital edition may be available via the publisher.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (group)	Report	100%	5.5	B1.8; B2.2

Block / Semester: S1					
CU34579V23	Title: Marketing, Sales and Analytics				
Course information					
Amount of study credits: 8			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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. Purposeful marketing is a concept introduced in this course. Both B2C and B2B strategies, especially account based marketing, will be discussed.					
Based on individual efforts (to be made clear by each student based on a shared time sheet per team) and on the response during the oral defence, students within one team may receive different grades.					
This course requires basic excel skills such as the creation of pivot tables and of 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)	Portfolio and oral defence	100%	5.5	B2.8; B2.10

Block / Semester: S1					
CU34609V20	Title: IB Focus 09-Sustainable Practice				
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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 21 st 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	B1.8; B1.9

Block / Semester: S1					
CU34610V20		Title: IB Focus 10-Data Analysis			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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	B2.8; B2.10

Block / Semester: S1					
CU34614V20		Title: Sustainable Business Project			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
Brief description of course content: 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 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• Being able to collaborate with team members with different cultural backgrounds PLO: WT2, WW6					
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	B1.8; B2.10

Block / Semester: S1					
CU34622V23		Title: NRG Project			
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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 and a portfolio will be requested after the project week.					
Course learning outcomes:					
As a result of the project week, the student will (at least) be able to					
<ul style="list-style-type: none">• view the presented problem from different perspectives than just their own;• understand the necessity of working in multidisciplinary teams.					
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	B2.9; B3.4

Block / Semester: S1					
CU34634V22	Title: Business Improvement Tools & Techniques				
Course information					
Amount of study credits: 2			Language: English		
Conditions for course participation: None					
Conditions for test participation: None					
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: At the end of the course the student will have gained additional knowledge about ways to improve the ways of working of organisations.					
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	B2.8; B2.10

Block / Semester: S1					
Block / Semester: S2					
CU34638V21		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:					
This course for exchange students is aimed at improving awareness and familiarity with Dutch Culture and customs. Through bi-weekly lessons and activities, students will learn more about the Netherlands and its inhabitants. Students keep a portfolio, in which they work on different assignments and activities throughout the course.					
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%	5.5	2 , 4

Block / Semester: S1					
Block / Semester: S2					
CU34639V21		Title: HZ Sport Incoming Exchange			
Course information					
Amount of study credits: 1.25			Language: English		
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	