



Course offer International Business Studies

Fall Semester 2018-2019

INTERNATIONAL BUSINESS STUDIES

International Business Studies (IBS) focuses on 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 2018-2019.

In the Fall semester the IBS programme consists of;

21st Century Business Skills programme (3rd year courses).

This programme consists of 4 courses of 7,5 ECTS each.

- International Sales & Sales Management
- Online Marketing
- Big Data
- Model Thinking

The hyperlink below will direct you to the Leaflet of the programme;

[21st Century Business Skills](#). For course descriptions see next page.

Innovative Entrepreneurship (3rd year courses).

HZ has a long history in offering courses in Entrepreneurship and this year the focus will be on stimulating innovative entrepreneurship. The objective is to encourage new entrepreneurs to develop breakthrough-innovations, not only from a technological viewpoint but also from an economical viewpoint. Click [here](#) for more information.

Regular IBMS programme

You may also choose courses from our regular IBS programme.

Course code	Course title	Number of ECTS
CU19113	Global Strategic Management	5
CU19338	International Economics	5
CU19339	Financial Risk Management	5
CU19286	Sustainable Practice	5
CU15061	International Marketing Planning	5

In order to get to 30 ECTS you may add any course from the 21st Century Business Skills programme.

Course descriptions can be found [here](#).

Especially for exchange students

- Dutch for beginners 1 4 ECTS
- Peer Project 1,25 ECTS

COURSE DESCRIPTIONS

Name minor	21st Century Sales Skills (part 1 of '21 st Century Business Skills')	Notation on certificate			Yes
Contact person	Frank Peeters frank.peeters@hz.nl	EC's	2x 7,50	Incl. internship	No
Schedule	2x2 hrs a week				
Details	<p>Provided they obtain a sufficient grade, students can acquire an official certificate from external partners like Google.</p> <p>Most lectures, workshops and assignments will not require calculus but be prepared for some algebra.</p>				
Short description of content					
<p>21st Century Sales Skills is part 1 of the twin minor '21st Century Business Skills'</p> <p>This twin minor consist of two minors of two courses each:</p> <ul style="list-style-type: none"> ● 21st century sales skills <ul style="list-style-type: none"> ○ International Sales & Sales Management ○ Online Marketing ● 21st century decision making skills <ul style="list-style-type: none"> ○ Big Data ○ Model Thinking <p>All courses focus on problems and issues that 21st century businessmen and woman face on a daily basis.</p> <p>Short of offering a deeper insight into theories and proven models and technologies, students will spend a vast amount of their time on genuine case studies and practical exercises.</p> <p>As indicated by the title of this minor, the development of your business skills is equally balancing the acquisition of related business knowledge. As such, this minor is perfectly suited to young men and women who aim to get prepared for an international business environment where the proof of the pudding is in the eating.</p> <p>Though they all together combine the most essential business skills for young businessmen and women, each of the courses can be followed separately from the others.</p>					
Preconditions					
<p>None.</p> <p>Though all four courses make up a logical combination of 21st Century Business Skills, any of the courses mentioned above can be taken without being enrolled for one or more of the others</p>					
Preconditions for notation on certificate					
Not specified					
Link to professional field					
INTERNATIONAL SALES & SALES MANAGEMENT					
<p>This course looks into the field of International Sales and Sales Management. Industrial Marketing and BtoB follow specifics 'rules of engagement' that differ significantly from the strategies concerning Marketing and Consumer Behavior. Learning to</p>					

cope and manage in this environment is essential to anyone interested in a professional career in international business. Both skills as well as knowledge are addressed. This is accomplished by lectures, guest lectures, cases, a project and role-play.

ONLINE MARKETING

During the online marketing course you'll learn not only about the theory behind online marketing tools and channels, you will also acquire skills in Google Adwords and/or Google Analytics. The course is aimed at providing you with a proper insight into the broad realm of online marketing tools that companies can use to improve their online visibility and conversion. As a growing online marketing professional you will learn about the what, how and when of using these tools and you'll learn to write a structurally sound online marketing plan.

Practical Information

To be able to use a vast amount of time on workshops and practical trainings, students are expected to study theory and prepare (team) assignments before showing up in class.

Learning objectives

INTERNATIONAL SALES & SALES MANAGEMENT

- Understand the importance of sales force management and continuous selling skills development;
- Understand the sales management and the personal selling process in BtoB sales;
- Contribute to the development of sales strategies and sales planning;
- Be aware of the methods needed in managing and leading an international sales team;
- Apply the skills to apply various selling techniques in sales negotiations in BtoB selling.

ONLINE MARKETING

- Acquire basic knowledge about the main online marketing theories and current developments in the field;
- Acquire basic knowledge about the main online marketing channels and tools and their usage;
- Put together a solid online marketing plan that is aimed at effectively advising a company on the best suitable channels and tools for their market goals;
- Apply Google Adwords and/or Google Analytics by following an intensive online course including an official Google certificate;
- Present, explain and defend your online marketing advice during a class presentation.

Grading Policy: INTERNATIONAL SALES & SALES MANAGEMENT

Nr	Vorm (mondeling, schriftelijk of anders)			Inhoud	Wegings factor	Bodem cijfer	Toets in week	Inzage week	Herkans in week	Inzage herkans	
	M	S	A								Vorm
1			x	Team assignment	Sales planning for an international BtoB company	50%	40				
2		x		Written exam	Final exam	50%	40				

Grading Policy: ONLINE MARKETING

N r	Vorm (mondeling, schriftelijk of anders)				Inhoud	Wegings factor	Bodem cijfer	Toets in week	Inzage week	Herkans in week	Inzage herkans
	M	S	A	Vorm							
1		x		Written exam	Combination of multiple choice and open questions	30%	55				
2		x		Peer review	Peer review of team members	10%	55				
3		x		Team report	Online marketing plan	20%	55				
4	x			Team presentation	Presentation online marketing plan	20%	55				
5		x		Google certificate	Minimal score required. Chance of acquiring official Google certificate at sufficient score.	20%	55				

Name minor	21st Century Decision Making Skills (part 2 of '21 st Century Business Skills')	Notation on certificate			Yes
Contac person	Frank Peeters frank.peeters@hz.nl	EC's	2x 7,50	Incl. internship	No
Schedule	2x2 per week				
Details	<p>Provided they obtain a sufficient grade and pay a fee of €43.00, students can acquire an official certificate from external partners like Coursera.</p> <p>Most lectures, workshops and assignments will not require calculus but be prepared for some algebra.</p>				
Short description of content					
<p>21st Century Decision Making Skills is part 2 of the twin minor '21st Century Business Skills'</p> <p>This twin minor consist of two minors of two courses each:</p> <ul style="list-style-type: none"> ● 21st century sales skills <ul style="list-style-type: none"> ○ International Sales & Sales Management ○ Online Marketing ● 21st century decision making skills <ul style="list-style-type: none"> ○ Big Data ○ Model Thinking <p>All courses focus on problems and issues that 21st century businessmen and woman face on a daily basis.</p> <p>Short of offering a deeper insight into theories and proven models and technologies, students will spend a vast amount of their time on genuine case studies and practical exercises.</p> <p>As indicated by the title of this minor, the development of your business skills is equally balancing the acquisition of related business knowledge. As such, this minor is perfectly suited to young men and women who aim to get prepared for an international business environment where the proof of the pudding is in the eating.</p> <p>Though they all together combine the most essential business skills for young businessmen and women, each of the courses can be followed separately from the others.</p>					
Preconditions					
<p>None.</p> <p>Though all four courses make up a logical combination of 21st Century Business Skills, any of the courses mentioned above can be taken without being enrolled for one or more of the others</p>					
Preconditions for notation on certificate					
Not specified					
Link to professional field					
BIG DATA					
<p>Big Data offers you an understanding of what insights big data can provide through hands-on experience with the tools and systems used by big data scientists and engineers. Through practical exercises you will be prepared to ask the right questions about data, communicate effectively with data scientists, and do basic exploration of large, complex datasets.</p>					

MODEL THINKING

We live in a complex world with diverse people, firms, and governments whose behaviors aggregate to produce novel, unexpected phenomena. We see political uprisings, market crashes, and a never-ending array of social trends. How do we make sense of it? Models. Evidence shows that people who think with models consistently outperform those who don't. And, moreover people who think with lots of models outperform people who use only one. Models help us to better organize information - to make sense of that fire hose or hairball of data (choose your metaphor) available on the Internet. Models improve our abilities to make accurate forecasts. They help us make better decisions and adopt more effective strategies. They even can improve our ability to design institutions and procedures.

Practical Information

To be able to use a vast amount of time on workshops and practical trainings, students are expected to study theory and prepare (team) assignments before showing up in class.

Learning objectives

BIG DATA

- Describe the Big Data landscape including examples of real world big data problems;
- Explain the V's of Big Data (volume, velocity, variety, veracity, valence, and value) and why each impacts data collection, monitoring, storage, analysis and reporting.;
- Get value out of Big Data by using a 5-step process to structure your analysis;
- Identify what are and what are not big data problems and be able to recast big data problems as data science questions.

MODEL THINKING

- Understand how models can provide better insight into complex problems and processes;
- Identify which models can be of help in gaining a better understanding of social dynamics and business events;
- Apply models to analyse social phenomena and business processes;
- Interpret the value of data;
- Design solutions for complex business problems.

Grading Policy: BIG DATA

Nr	format (oral, written, alternative)			content	Weight	Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection re-sit herkans
	M	S	A							
1	x	x		Team assignment	Case study Big Data Analysis	60%	55			
2	x	x		Individual assignment 1	Hands-on experience	20%	55			
3	x	x		Individual assignment 2	Hands-on experience	20%	55			

Grading Policy: MODEL THINKING

Nr	Format (oral, written, alternative)				content	Weight	Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection re-sit
	M	S	A	format							
1		x		Individual exam 1	Hands-on assessment	30%	55				
2		x		Individual exam 2	Hands-on assessment	30%	55				
3	x			Team presentation	Application of models	40%	55				