



**Stenden**  
hogeschool

## ***Course List for Exchange Students 2016/2017 Campus Emmen***

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### **Welcome to Stenden University in Emmen!**

We are pleased to welcome the exchange students of our partner universities to Stenden university campus Emmen.

In this document you find an overview of the available courses for Exchange students at Stenden Emmen.

Along with the course list you find the indication when the courses are offered.

More details about our exchange program are listed in the Stenden Factsheet Exchange on our website. For more information about studying at Stenden in Emmen, we kindly refer you to our website:

<http://www.stenden.com/exchange>

Kind regards,

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## 1. Time table modules

In this chapter you find the timetable for all (English) modules open to exchange students. See the next chapter for any details about these modules. Please note the following when choosing your programme:

- When not choosing a fixed semester, you can compose your own programme consisting of second year and/or third year modules. In the table in the next chapter the year is indicated for each module.
- Some of the modules will be offered only if there are sufficient numbers of (international) students enrolling;
- Some others are only accessible to those students who are in a similar programme at their home university. Always check the module description for details.
- The modules vary in the number of credits; check the module descriptions for the exact amount of credits.
- Furthermore: after choosing your modules and filling in the application form, be aware that your choice is definite. Therefore it is not possible to change your choice at later stage, e.g. after arriving at Stenden (unless your programme choice doesn't correspond with the timetable).



<b>Fall Semester (1)</b>	
<b>05/09/2016</b>	<b>14/11/2016</b>
<b>Period 1</b>	<b>Period 2</b>
<b>Module 1</b>	<b>Module 2</b>
To Explore beyond the frontiers 1-2***	
Spanish A/German A **	Spanish B/German B**
Dutch A-B**	
French A-B**	
English for Business Communication 1-2*	
Intercultural Communication	
	Hospitality Operations Design – max. 6 places per module period
Major International Marketing & CCM ( Cross-Cultural Management)	
Major Supply Chain, Change and Innovation Management (SCIC)	

<b>Spring Semester (2)</b>	
<b>06/02/2017</b>	<b>17/04/2017</b>
<b>Period 3</b>	<b>Period 4</b>
<b>Module 3</b>	<b>Module 4</b>
Integrated Communication Plan	International Management Tools: “Made up for each other”
Basic Marketing Plan	Spanish D/German D/Dutch D
English for Business Communication 3-4	
Spanish C/German C/ Dutch C	French D
French C	Lion’s Den
M1: International Tourism, Events & Experience Marketing	
M2: Minor Entrepreneurship	
M3: Minor Green Logistics	

## 2. Overview Course Units

In this chapter, you find an overview of the (English) course units open to exchange students. The numbers refer to the descriptions of each unit in the next chapter.

The list starts with second year (major) modules, then the third year (major) modules, and in conclusion the minors and extra courses.

At Stenden **major modules** relate to those subject and disciplines which are specific and exclusive to the field of profession in which students are educated.

**Minors** relate to the part of the curriculum focused on competences for the profession in which students are educated. Minors are not exclusive for students in a certain course of study.

The course units open to exchange students are offered by various Stenden programmes; the abbreviations of the programmes are as follows:

ILM    International Logistics Management (School of Business)  
IBL    International Business & Languages (School of Commerce)  
IHM    International Hospitality Management

CBL:    Content based learning

PBL:    Problem based learning

These two last abbreviations refer to the learning methods which are used within Stenden. More information can be found at our website: [www.stenden.com/exchangetostenden](http://www.stenden.com/exchangetostenden)

The number of credits per course unit may vary. The credits are indicated in 'EC's' (European Credits). In general, 60 EC credits represent the workload of an academic year of study, and 30 credits normally represent a semester. . **Each semester** is divided into **two quarter** of 10 weeks. The periods are referred to in the list. The full academic year comprises of four quarters of 10 week. **Grading System:**

The grading system used at Stenden Hogeschool (University of Applied Sciences) is a number in the range 1.0 to 10.0, 5.5 being the lowest pass grade.

More information: [www.stenden.com/exchange](http://www.stenden.com/exchange) - incoming students - grading system

### **Please note:**

To make your studies at Stenden successful, a good level of English is required, comparable with a minimum of a level B2, described in the CEFR scales by the Council of Europe (Common European Framework) or IELTS band 6.0

More information: can be found at: [http://www.coe.int/T/DG4/Linguistic/CADRE\\_EN.asp](http://www.coe.int/T/DG4/Linguistic/CADRE_EN.asp)

Self Assessment Grid: <http://europass.cedefop.europa.eu/LanguageSelfAssessmentGrid/en>

## Major Modules: First and second year

Code	Title	Coordinator	Institute	Year	Period	Credits ECTS
OIBLES/GE/DU A	Spanish A/German A **	Mrs Huisman and Mrs Rijnberg	IBL	1	1	3
OIBLDU A-B	Dutch A-B**	Mrs Wolsink	IBL	1	1+2	3
OIBLEN 1-2	English for Business Communication 1-2*	Mrs Huisman	IBL	1	1+2	3
OIBLIC	Intercultural Communication**	Mrs Hietbrink	IBL	1	1+2	3
OIBLBMPP	Basic Marketing Plan Policy	Mrs Shamplonius	IBL	1	3	9
OIBLES/GER/DU C	Spanish C/German C/ Dutch C	Mrs Huisman/ Mrs Rijnberg/ Mr Wolsink	IBL	1	3	6
OIBLES D	Spanish D/German D/Dutch D	Mrs Huisman/ Mrs Rijnberg/ Mr Wolsink	IBL	1	4	3
IIBLLD	Lion's Den	Mr Wolsink	IBL	1	4	9
OIBLFRA A-B	French A-B**	Mrs Benheddi	IBL	1	1+2	3
OIBLEI	To Explore beyond the frontiers 1-2***	Mrs Samplonius & Mr Borger	IBL	2	1+2	12
IIBLICP	Integrated Communication Plan	Mr Wolsink	IBL	2	3	12
OIBLFRA C	French C	Mrs Benheddi	IBL	2	3	3
IIBLIMT	International Management Tools: "Made up for each other"	Mr Wolsink	IBL	2	4	6
OIBLFRA D	French D	Mrs Behenddi	IBL	2	4	6
OIBLES/GER B	Spanish B/German B**	Mrs Huisman/ Mrs Rijnberg	IBL	1+2	2	3
OIBLEN3-4	English for Business Communication 3-4	Mrs Huisman	IBL	2	3+4	3
HM1	Hospitality Operations Design – max. 6 places per module period	AM Boerma	IHM	2	1+2	12****

\*English for Business Communication: per module 3 ECTS

\*\*Intercultural or foreign language (foreign language per module 3 ECTS)

\*\*\*To explore beyond frontiers: 1<sup>st</sup> term 12 ECTS ,2<sup>nd</sup> term 9 ECTS

\*\*\*\*possibility for extra 3EC career development program

## Major Modules: Fourth year

	Title	Coordinator	Institute	Year	Period	Credits ECTS
IMCCM	IMCCM (International Marketing and Cross-Cultural Management)	Mrs Shamplonious	IBL	4	1+2	15+15
IL1	Major Supply Chain, Change and Innovation Management (SCIC)	Mr. Dennis Vegter	ILM	4	1+2	15+15

## Minors

	Title	Coordinator	Institute	Year	Period	Credits ECTS
M1	International Tourism, Events & Experience Marketing	Mrs van der Spoel	IBL	3	3+4	30
M2	Minor Entrepreneurship	H.D. Roelofs	ILM	3	3+4	15+15
M3	Minor Green Logistics	Ellen Kral	ILM	3	3+4	15+15

### 3. Description Course Units

#### **Major Modules: First and second year**

<b>Spanish A/German A</b>	
Module co-ordinator(s)	Mrs Huisman/Mrs Rijnberg
Number of credits	3 ECTs per language
Status of the module	Year 1+2 period 1 Spring semester/ year 1 period 3 fall semester
Description of the module	Communication in general, and, if possible in business situations, at level A1 of the European Framework of Reference, students will learn to exchange simple information, describe, give their opinion on for example, companies, products and services, culturally determined behavior, personal information, experiences and proposal in the present, past and future tenses
Entry requirements	Level A1
Method	Workshops
Examination	Speaking test, written test
Language	Spanish, German, and English

<b>Dutch A-B</b>	
Module co-ordinator(s)	Mrs Wolsink
Number of credits	3 ECTs per module
Status of the module	First year period 1+2
Description of the module	Dutch A: The student will be able to ask simple questions and understand basic Dutch. The student will also learn to identify the differences arising from culturally-related behaviour. The student will be able to write and read simple information Dutch B: the emphasis will be places on the training of certain linguistic competencies in situations that are as authentic as possible which will/could arise in future work situations
Entry requirements	Dutch A: level 0 Dutch B: level A1-A2
Method	Workshops
Examination	Speaking , Writing, Written Examination
Language	Dutch/English

<b>English for Business Communication 1-2</b>	
Module co-ordinator(s)	Mrs Huisman
Number of credits	3 ECTS per module
Status of the module	First year period 1+2 (Spring semester/Fall semester for February stroom)
Description of the module	OIBLEN1: The language is presented in a variety of business contexts, thus giving a directly relevant meaning to students as professional learners, focusing on presentation skills OIBLEN2: Follow up of the previous course, this time the focus will be on skills related to report writing
Entry requirements	OIBLEN1: Level B1, OIBLEN2: level B1-B2
Method	Workshops
Examination	Speaking, Writing, Written Examination
Language	English

<b>Intercultural Communication</b>	
Module co-ordinator(s)	Mrs Hietbrink
Number of credits	3 ECTS
Status of the module	First Year period 1+2
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	The Course will provide general understanding of the concept of culture and a theoretical framework on the possibilities of approaching cultures. It will also give insight into the reasons for misunderstandings in communication between different cultures. The course will help the students to recognize the importance and value of culture and give them theoretical and practical tools to develop skills in communication with representatives of different cultures in working life, and to understand cultural similarities and differences
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations, Written Exam
Language	English



<b>Basic Marketing Policy Plan</b>	
Module co-ordinator(s)	Mrs Shamplonius
Number of credits	9 ECTS
Status of the module	First year 3 <sup>rd</sup> period
Status of the module	First Year period 3
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Disciplines and Subjects	The module focuses on the following themes: <ul style="list-style-type: none"> <li>• Business Economics</li> <li>• International Marketing</li> </ul>
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations
Language	English

<b>Spanish C/German C/ Dutch C</b>	
Module co-ordinator(s)	Mrs Huisman/ Mrs Rijnberg/Mr Wolsink
Number of credits	6 ECTS per language
Status of the module	First year 3 <sup>rd</sup> module
Description of the module	Spanish C: Organising and describing trips, planning a business trip to a Spanish speaking country, job application process German C: Focus on topics such as cultural differences and similarities, culture shock, expatriate experiences, business engagements, challenges and opportunities Dutch C: Students will improve their skills going beyond topics that are familiar to them
Entry requirements	Level A1/A2
Method	workshops
Examination	Speaking, Presentations, Written Examinations
Language	Spanish, German, Dutch, and when necessary English

<b>Spanish D/German D/Dutch D</b>	
Module co-ordinator(s)	Mrs Huisman/Mrs Rijnberg/Mr Wolsink
Number of credits	3 ECTS per language
Status of the modules	First year 4 <sup>th</sup> period
Description of the module	Spanish D: basic business plan for a new company that is planning to operate in the Spanish speaking world. Expatriate experiences, cultural differences German D: Business telephone calls in which students will have to make appointments, sell products or services, and attend to complaints Dutch D: everyday event dialogues, article and letter writing
Entry requirements	Level A2/B1
Method	workshops
Examination	Speaking, Written Examination
Language	Spanish, German, Dutch, and when absolutely necessary English

<b>Lion's Den</b>	
Module co-ordinator(s)	Mr Wolsink
Number of credits	9 ECTS
Status of the module	First year period 4
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	The content of this building block is interdisciplinary. The students work as Junior Business Developers at a company called 'The Lion's Den'. The company is always looking for new opportunities to earn money as fast as possible with due consideration to the aspects of People, Planet and Profit. The CEO of your venture group is ready to invest 1,000,000 euros, You have eight weeks to come up with a sound international business plan.
Disciplines and Subjects	The module focuses on the following themes: <ul style="list-style-type: none"> <li>• Business Economics 2</li> <li>• International Marketing</li> <li>• International Law</li> <li>• Management 1/ International Human Resource Management</li> </ul>
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations, Written Exam
Language	English

<b>French A-B</b>	
Module co-ordinator(s)	Mrs Benheddi
Number of credits	3 ECTS per module
Status of the module	Second year module 1+2
Description of the module	Student is able to communicate with colleagues and clients, internally and externally, in professional and practical situations
Entry requirements	A2
Method	workshops
Examination	Speaking, Written Examination
Language	French/English

<b>To Explore beyond borders</b>	
Module co-ordinator(s)	Mrs Samplonius & Mr Borger
Number of credits	12 ECTS per unit
Status of the module	Second year module period 1+2
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	The confectionery factory Spekman Suikerwerken would like to know whether there is a market for its products in Central/Eastern Europe. Your task will be to collect information about developments in Central and Eastern Europe in order to make an assessment for the export/market potential in this region. A field research trip to the chosen country is part of the module
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations, Management Skills
Language	English

<b>Integrated Communication Plan</b>	
Module co-ordinator(s)	Mr Wolsink
Number of credits	12 ECTS
Status of the module	Second year period 3
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	The Students are a team of International Communication and Brand managers of Hooghoudt (beverage manufacturer). This team would like to penetrate the American market. In order to do so they have to make complex decisions, both strategic and operational

Disciplines and Subjects	The module focuses on the following themes: <ul style="list-style-type: none"> <li>• Corporate Communication</li> <li>• Sales/CRM/Account Management</li> </ul>
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations
Language	English

<b>French C</b>	
Module co-ordinator(s)	Mrs Benheddi
Number of credits	3 ECTS
Status of the module	Second year 3 <sup>rd</sup> period
Description of the module	The student is able to identify the differences arising from culturally-based behavior and bridge them in order to make use of opportunities and broaden horizons and enter into new relationships that could lead to a business agreement or a new client
Entry requirements	A2/B1
Method	Workshops
Examination	Speaking, Presentations, Written Examination
Language	French

<b>Made up for each other</b>	
Module co-ordinator(s)	Mr Wolsink
Number of credits	6 ECTS
Status of the module	Second year period 4
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	Cosmetics is a billion dollar industry, which affects almost every individual on the planet. You will be analyzing potential joint venture partners for a Dutch cosmetics company called Weleda. The joint venture partners are located in one of the BRIC countries. By the end of the module, you will have selected a company which is considered a suitable partner for Weleda.
Disciplines and Subjects	The module focuses on the following themes: <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Research</li> <li>• International Marketing</li> </ul>
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations, Written Exam
Language	English

<b>French D</b>	
Module co-ordinator(s)	Mrs Behenddi
Number of credits	6 ECTS
Status of the module	Second year 4 <sup>th</sup> period
Description of the module	The student is able to identify the differences arising from culturally-based behavior and bridge them in order to make use of opportunities and broaden horizons and enter into new relationships that could lead to a business agreement or a new client
Entry requirements	A2/B1
Method	Workshops
Examination	Speaking, Writing Examination
Language	French

<b>Spanish B/German B</b>	
Module co-ordinator(s)	Mrs Huisman/ Mrs Rijnberg
Number of credits	3 ECTS per language
Status of the module	Year 1-2 2 <sup>nd</sup> module Spring semester/ 1 <sup>st</sup> year 4 <sup>th</sup> module fall semester
Description of the module	German B: business situations and job application Spanish B: extensive information about people, personal affairs, countries, cities, companies, hotels, etc..
Entry requirements	A1
Method	workshops
Examination	Speaking, Written Examinations
Language	Spanish, German, and English

<b>English for Business Communication 3-4</b>	
Module co-ordinator(s)	Mrs Huisman
Number of credits	3 ECTS per module
Status of the modules	Second year 3+4 module
Description of the module	OIBLEN3: The language-oriented course gives the student thorough practice in the advanced structures and skills needed to develop a higher level of English. Focus on International Negotiations OIBLEN4: The language is presented in a variety of business contexts, focusing closely on professional writing
Entry requirements	B1/B2+
Method	workshops
Examination	Speaking, Writing, Written examination
Language	English

<b>HM1 Hospitality Operations Design</b>	
Module co-ordinator(s)	AM Boerma
Number of credits	12 EC
Status of the module	2nd year module of major program Hotel management
Module Aims	The module offers future managers a set of concepts, theories and tools which can help them to understand and analyse their operations better.
Module and unit learning outcomes	<p><b>Module learning outcome:</b> Upon successful completion of this module, you should be able to analyse and design operational processes based on the service concept to achieve international industry quality standards.</p> <p><b>Unit learning outcomes:</b></p> <p><b>Unit 1. Service Concepts &amp; Operations (6 EC)</b> Interpret service marketing concepts and translate these into operations design and quality standards</p> <p><b>Unit 2: Revenue Management (3 EC)</b> Understand the basic principles of revenue management and apply these in the room division of a small hotel.</p> <p><b>Unit 3: Business Statistics (3 EC)</b> Apply basic data collection methods and statistical analysis techniques to support operational decisions.</p>
Description	Designing operational processes, managing operations and quality improvement. An introduction into hotel revenue management (yield management) and a course in business statistics
Structure and content of the units	<p><b>1) Service Concepts &amp; Operations</b></p> <p>Different hospitality companies care for different needs of their guests. Based on these needs, an offer is made: the service proposition. Based on these propositions, a service marketing concept is created: a definition of core services to offer, and supplementary services to cater to the needs of specific target groups.</p> <p>The actual delivery of these services requires careful design of the main processes of the company: operations management. This includes defining the main performance objectives for these processes and the lay out which these processes follow. Once this has been decided, management of the processes can be considered: which consequences does this have for the employees in the process, what are capacity requirements and how can demand for these processes be forecasted.</p> <p>Once the company has designed its processes, it can continue to develop a quality management system; processes can be monitored and improvements can be made. Various strategies for process improvement and various tools to be used in improving processes will be discussed. Process improvement issues and forecasting will also be discussed.</p> <p>The block Service Concepts and Operations will be examined by a written report and an individual exercise. PBL is an integrative part of this unit.</p>

## **2) Revenue Management**

A central issue in the management of hospitality organizations is the fact that capacity is usually constrained: a hotel has a fixed number of rooms, restaurants have more or less fixed numbers of tables. However, customer demand shows wide variations over time. The objective of managing hospitality operations is to obtain a maximum of revenue out of this fixed capacity.

The principles for achieving this revenue are covered under the heading revenue management: different guests have different needs, and are usually willing to pay different prices based on these needs. This means that hotels need to assign rooms to these guests, based on their willingness to pay. In high demand days, higher prices can be asked, on low demand days, discounts are acceptable. However, the job of assigning rooms to guests based on their potential worth, is complicated by the fact that different target groups have different booking patterns, and some guests might not show, even though they did reserve. A second complication is that different prices need to be communicated through different marketing channels. A third complication is that the market responds to variations in economic conditions, which in turn affect demand.

The principles of revenue management are taught in a series of lectures and workshops. To help in their understanding of market forces, lectures on basic concepts like markets, demand, supply, elasticity, competition and monopoly are equally provided to the students.

Examination is done by a test about the concepts of revenue management and the basic general economics content.

## **3) Business Statistics**

More and more management decisions are based on data. The increase of the possibilities of ICT creates more opportunities to gather and process data. The main tool to work with these data is statistical analysis.

Statistics starts with describing data: calculating or plotting general patterns.

Based on these patterns in the data, usually conclusions are desired about larger populations. The procedure used to draw these conclusions is a hypotheses test, and can be applied in different situations: comparing various groups, judging whether aspects are related and making predictions for future situations.

The quality of the conclusions from these analyses will depend largely on the quality of the data used. It is therefore needed to also consider the methods of data collection. Various methods to collect qualitative and quantitative data will be discussed.

Statistical analysis will be practiced by analyzing a series of small cases. To explore research methods, a research design will be created to help decide a management issue. Workshops and lectures will be offered to support work on the research design and the cases.

	A short answer test will be the exam for the statistics part of the unit, research design is included in the module assignment.
Method	Problem based learning, workshops and lectures
Examination	Assignment, tests
Language	English
Entry requirements	Good command of English and prior knowledge of the hospitality industry. Can describe the departments in a hotel and knows the idea of standard operating procedures. Basic knowledge of marketing and descriptive statistics



## Major Modules: Fourth year

<b>Major International Marketing &amp; CCM ( Cross-Cultural Management)</b>	
Module co-ordinator(s)	Mrs Shamplonious
Number of credits	30 ECTs
Status of the module	4 <sup>th</sup> year period 1+2
Entry requirements	To have completed 2 years of Business or Commercial studies, and an internship. Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	You have decided to read the major ' International Marketing-Cross Cultural Management' , A major for students from the domain Commerce. You will develop and implement an international marketing plan in an existing company (Export Carrousel). You will develop as an international cross cultural marketer and improve the competencies related to them. A field trip is part of the module as well
Disciplines and Subjects	The module focuses on the following themes: <ul style="list-style-type: none"> <li>• International Sales</li> <li>• Online Marketing</li> <li>• Cross-Cultural Management</li> <li>• Marketing Communications and Social Media</li> <li>• English; Project 'English at work'</li> <li>• Strategic Management</li> <li>• International Marketing</li> </ul>
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations, Exams
Language	English

<b>Major Supply Chain, Change and Innovation Management (SCIC)</b>			
Module co-ordinator(s)	Mr. Dennis Vegter		
Number of credits	30 ects		
Status of the module	4 <sup>th</sup> year module		
Entry requirements	2 years of study and preferably internship experience		
Description	An important part of working in the logistics field is constantly improving the existing way of working. Therefore the major focuses on change, improvement methods and innovation. To actually succeed in effectuating change a combination of professional skills e.g. co-operation with others, consultancy skills and knowledge about research are essential		
Disciplines and Subjects		Period 4.1	Period 4.2
	3 EC	Leadership	Portfolio
	3 EC	Change management	Change management
	3 EC	Improvement methods	Improvement methods
	3 EC	Supply Chain innovation	Supply Chain innovation
	3 EC	Logistics Consultancy	Logistics Consultancy
Method	Lectures, Group Project, Workshops		
Examination	Assignments, tests		
Language	English		

## Minors:

<b>M1 International Tourism, Events &amp; Experience Marketing</b>	
Module co-ordinator(s)	Mrs van der Spoel
Number of credits	30 ECTS
Status of the module	Third year period 3+4
Entry requirements	Some essential skills are necessary for successful participation in the module. These are, good communication skills, good English skills and the ability to work in a team. If you cannot meet these standards, you will not be able to pass the module.
Description	This minor is part of the programme Commerce, specialization International Travel Trade & Event Marketing, and prepares you to analyze the travel, tourism and event industry. This will help you when you are willing to start to work in the field of tourism and events, both in the Netherlands and abroad. You will amass knowledge in the areas of (sustainable) tourism and destination management.
Disciplines and Subjects	<ul style="list-style-type: none"> <li>• Online Marketing</li> <li>• Event Management</li> <li>• Finance</li> <li>• Cross Cultural Management</li> <li>• Market Research</li> <li>• Communication</li> </ul>
Method	Case Based Learning, Workshops, Lectures, Presentations
Examination	Reports, Presentations, Exams
Language	English

<b>M2 Minor Entrepreneurship</b>	
Module co-ordinator(s)	H.D. Roelofs
Number of credits	30 ECTS
Status of the module	3 <sup>rd</sup> year
Entry requirements	3 <sup>rd</sup> year Bachelor level
Description	<p><b>Theory: (international) Entrepreneurship in Action</b></p> <p>To learn the theory on entrepreneurship there are all kinds of study aspects which are carried out in this part of the study program of 15 ECTS. Some 20 assignments have to be conducted. Simulations will be played, workshops experienced, some guest lectures, a personal business plan has to be realized, etc.</p> <p>Nothing is as effective as good theory! So this theory is learned by presenting theory, explaining to others in way that this audience is activated regarding the specific presented theory.</p> <p>Because the outcome of the leaning process is complex and uncertain, the CRAP system is used to register and justify the personal learning processes in a personal digital portfolio.</p> <p><b>Learning Company:</b> experiencing real (international) Entrepreneurship in Action We do have several assignments of companies for groups of students that will operate as a learning company. See handbook learning company's! Actually this is practicing the credo: <i>"Each entrepreneur begins with a first customer"</i>, so a Group of students that carry out a real assignment while been monitored bi-weekly by the Advisory Board of experts and entrepreneurs. See Handbook: there is a separate process of assessment.</p> <p>The CRAP system to register and justify the personal learning processes is also applicated here.</p> <p><b>What shall I learn?</b></p> <p>The curriculum is designed as "Entrepreneurship in Action" with the theoretical structure of the book of the same name, together with a number of themes from other disciplines that strengthen the integrative nature of entrepreneurship. Themes that can be useful in the making of the personal business plan, and which, depending on the duration of the program can be a part of this program. In the program, there are many assignments that are to be performed, thereby implementing of the term "action"!</p> <p><b>My career options</b></p> <p>The need for entrepreneurship or entrepreneurial operating is existing in virtually all industries and sectors. Terms used in this context are "entrepreneurship" and "intrapreneurship". So, there is enough demand for entrepreneurial skills and competencies. This program provides a method to acquire these.</p>

Disciplines and Subjects	The course and the study program is also based on the content and structure of the textbook “Entrepreneurship in Action” , written by Mary Coulter (Southwest Missouri State University), Prentice Hall. It is a program that takes 16 weeks generates 15 ECTS and can be done with or without the ILC which also generates 15 ECTS when successfully finished. So the number of study points (ECTS) which can be obtained are either 15 or 30 ECTS.
Method	Some 20 assignments have to be conducted. Simulations will be played, workshops experienced, some guest lectures, a personal business plan has to be realized, etc.
Examination	Digital Portfolio
Language	English

<b>M3 Minor Green Logistics</b>	
Module co-ordinator(s)	Ellen Kral
Number of credits	30 ECTS
Status of the module	3 <sup>rd</sup> year
Entry requirements	Bachelor, 3 <sup>rd</sup> years
Description	<p>Sustainability is the future. Nowadays all companies (have to) be social responsible. (international) Governments take measures and create law, non-governmental bodies use social media and the consumer / public are more aware. This is offering new changes for companies and employees.</p> <p>Within the minor we work together with the municipality (Educohof), the lectureships Green Logistics and Green Pac and the trade and industry in the province.</p> <p>In interactive workshops, lectures and guest lectures you will develop your knowledge on different course. Part of this you will apply in a real assignment for a real company.</p> <p>Within the minor Green Logistics we combine sustainability, project management and internationalisation. You will work in a international team on a real sustainability question from real company in a project management way of working. Next to the lectures on project management and green logistics, lectures and guest lectures cover topics on “Why should we become Greener?”, “How to become greener?” and “What is in it for companies?”</p>
Disciplines and Subjects	<p><b>Effective Project management</b></p> <p>(LEAN Six Sigma ©) In which you apply project management in a real project and will reflect on your competences as a project leader. <b>Green Awareness, Cradle to cradle and the bio based economy</b></p> <p>In which you will gain insight in the current state of the sustainability issues of the world and systems to breakthrough the negative spiral.</p> <p><b>Green Logistics and Procurement</b></p> <p>In this course you will gain insight on the effects and trends of sustainability in logistics and the procurement processes.</p>

	<p><b>Green Ethics and Law</b> In this course you will get insight in the effect of “green” law on organisations and the claim for corporate responsibility with regards to sustainability issues.</p> <p><b>Green Economics</b> In this course financial data and calculation methods are learned and if applicable applied on the project.</p> <p><b>Green Strategy and Marketing</b> In this course the added value of sustainability for companies is explored and for the company of the project you will determine the sustainable strategy and connect this with a marketing strategy.</p> <p><b>Green Quality and Reporting</b> In this course you learn how to measure and report “sustainability and what will be the requirements of the future.</p>
Method	interactive workshops, lectures and guest lectures
Examination	Tests , Assignments
Language	English