

**IBMS**  
**Course Outline**

**Incoming Exchange Students**  
**IBS**  
**2015-2016**

**International Business School**  
**Hanze University Groningen**  
**University of Applied Sciences**



## General information

The IBMS Course Outlines, together with the IBMS Prospectus, Handbooks and the Student Charter form the Teaching and Exam Regulations, in Dutch: 'de onderwijs- en examenregeling, de OER'. All of these documents are digitally available via the Hanze website (access [www.hanze.nl](http://www.hanze.nl) ▶ Education ▶ International Business School), used by the Hanze University of Applied Sciences, Groningen.

The IBMS Course Outlines (in German: Vorlesungsverzeichnis Internationale Betriebswirtschaft) serve several purposes:

- to enable students to prepare for classes and to acquire the correct texts;
- to enable students to plan their work;
- to assist teaching staff to meet the educational aims;
- to give partner schools and persons outside the Hanze University of Applied Sciences Groningen an overview of the contents and structure of the modules offered within the IBMS/BW study programme;
- to enable the Planning Office to schedule classes;
- to enable the Examination Office to create correct assessment schemes.

To meet these purposes each module description defines: the module name and examination code used by the Exam Office and the Planning Office, the set-up of classes, the size of the module, the aims of the module, what textbooks students must acquire, and how the module will be assessed.

At the date of printing, the information contained in this book was accurate, and as far as possible complete. If any changes or revisions to modules have taken place since then, students will be notified by their teacher at the beginning of the module in question.

These changes will only be valid after publication on the Hanze website (access [www.hanze.nl](http://www.hanze.nl) ▶ Education ▶ International Business School) under the heading: 'Formal Changes to Course Outline and Prospectus'.

The academic year is divided into 4 study periods:

Period 1: September – November

Period 2: November – January

Period 3: February – April

Period 4: April – July

The periods mentioned in this Course Outline are those in which the module is offered during the academic year 2015-2016.

Finally we refer to the IBMS Prospectus/BW Studienführer for all other information necessary to complete your studies at the International Business School and other official IBS channels of communication:

- Hanze.nl
- Blackboard

Note: students are strongly advised to check the Hanze website (access [www.hanze.nl](http://www.hanze.nl)) and Blackboard for the various module sites in order to obtain the latest information.

### Please note:

- **All fourth year subjects are offered at an advanced level and require previous knowledge of the corresponding subject area.**



# Framework competencies IBMS<sup>1</sup>

## Profession-related competencies (P)

- I International Business Competencies**
  - 1. International Business Awareness
  - 2. Intercultural competence
- II General Management Competencies**
  - 3. International strategic vision development
  - 4. Business processes & change management
  - 5. Entrepreneurial management
- III Functional Key-Areas Competencies**
  - 6. International marketing and sales management
  - 7. International supply chain management
  - 8. International finance & accounting
  - 9. International human resource management (HRM)

## Generic competencies (G)

- I Interpersonal competencies**
  - 1. Leadership
  - 2. Co-operation
  - 3. Business Communication
- II Task-oriented competencies**
  - 4. Business research methods
  - 5. Planning and organizing
- III Intra-personal competencies**
  - 6. Learning and self-development
  - 7. Ethical and corporate responsibility

NOTE:

References in the Course Outline are made like this: Gx.x; Py.y.

Example: P1.3 means professional competence 1 (international business awareness), level 3 (Bachelor-level).

### Competencies: level of execution

Competencies are supposed to be acquired step by step. This requires the description of the level of mastering the competency. In general these levels will be:

|         |  |  |
|---------|--|--|
| Level 1 | The ability to execute a simple task. The student has the basic knowledge and skills to apply the competency with guidance in a limited context                | In most educational situations this will be learned in the first year    |
| Level 2 | The student can apply the competency independently in a relatively clearly arranged situation  | This will normally be at the end of year 2 or the work placement period. |
| Level 3 | The student can apply the competency independently in a complex situation with complete control of the required skills   | Bachelor-level   |
| Level 4 | Flexible application of the competency in complex situations. The student can evaluate his competency and can support others when applying their competencies. | Master-level   |

<sup>1</sup> A complete description of the competencies is available via intranet, Hanze.nl (access [www.hanze.nl](http://www.hanze.nl) » organisatie » International Business School)



## Table of Contents

|   |           |
|---|-----------|
| <b>General information</b> .....                                | <b>3</b>  |
| <b>Framework competencies IBMS</b> .....                        | <b>5</b>  |
| <b>Study Programmes</b> .....                                   | <b>9</b>  |
| Minors / complete semester programmes .....                     | 11        |
| Period 1 complete programmes (15 ec) .....                      | 12        |
| Period 1 partial programmes (10-13 ec).....                     | 13        |
| Period 2 complete programmes (15 ec).....                       | 15        |
| Period 2 partial programmes (10-13 ec).....                     | 16        |
| <b>Overview of modules per level</b> .....                      | <b>19</b> |
| <b>Course outlines for the modules (except languages)</b> ..... | <b>23</b> |
| AIF1 Advanced International Finance .....                       | 25        |
| ARS1 Applied Primary Research Skills 1 .....                    | 26        |
| ARS2 Applied Secondary Research Skills 2.....                   | 27        |
| BMO2 Behaviour, Management and Organization 2 .....             | 28        |
| BRD1 Brand Management .....                                     | 29        |
| BRM1 Business Research Methods.....                             | 31        |
| CBH1 Consumer Behaviour.....                                    | 32        |
| COS1 Corporate Strategy.....                                    | 33        |
| CSF1 Capita Selecta Finance and Accounting .....                | 34        |
| CSR1 Corporate Social Responsibility .....                      | 35        |
| CSU1 Corporate Sustainability 1 .....                           | 36        |
| CSU2 Corporate Sustainability 2 .....                           | 37        |
| CTD1 Career Training & Development.....                         | 38        |
| CTG1 Controlling.....   | 39        |
| DHR1 Dynamic Human Resource Management.....                     | 40        |
| EBP1 European Business Plan 1 .....                             | 41        |
| EBP2 European Business Plan 2 .....                             | 42        |
| EIB1 Ethics in Business .....                                   | 43        |
| ENT1 Entrepreneurship 1.....                                    | 44        |
| ENT2 Entrepreneurship 2.....                                    | 46        |
| ENX1 English for Exchange Students .....                        | 48        |
| ERS2 English Business Report Writing Skills 2 .....             | 50        |
| EUB1 European Business Environment.....                         | 51        |
| FAC2 Financial Accounting 2 .....                               | 52        |
| FIF1 Fundamental In Financial Management.....                   | 53        |
| GCR1 Governance, Compliance & Risk Management.....              | 54        |
| GMS1 General Management Simulation.....                         | 56        |
| HRM1 Human Resource Management.....                             | 57        |
| IAC1 International Accounting.....                              | 59        |
| IBC1 International Business Cultures .....                      | 61        |
| ICB2 Intercultural Competence in Business 2 .....               | 62        |
| IEM1 Introduction to Export Management .....                    | 63        |
| IES1 International Entrepreneurship.....                        | 64        |
| IFA1 International Financial Accounting .....                   | 65        |
| IFI1 International Financial Management .....                   | 67        |
| IMC1 Integrated Marketing Communication .....                   | 68        |
| IMM1 International Marketing Management.....                    | 70        |
| INT3 Introduction 3 .....                                       | 72        |
| IPC1 International Presentation and Communication.....          | 73        |
| IPM1 International Product Management.....                      | 74        |

|  |           |
|--|-----------|
| ISM1 International Sales Management.....             | 75        |
| LAW2 International Business Law 2 .....              | 76        |
| MAC2 Management Accounting 2.....                    | 78        |
| MST1 International Marketing Strategy.....           | 79        |
| NER1 New Economic Realities 1 .....                  | 80        |
| NER2 New Economic Realities 2 .....                  | 81        |
| OMA1 Operations Management.....                      | 83        |
| ONM1 Online Marketing.....                           | 84        |
| PIE1 Project International Entrepreneurship 1.....   | 85        |
| PIE2 Project International Entrepreneurship 2.....   | 87        |
| PLC1 Planning and Control.....                       | 89        |
| PMT1 Project Management.....                         | 90        |
| SCM1 Supply Chain Management.....                    | 91        |
| SMK1 Stock markets .....                             | 93        |
| STA2 Inductive Statistics 2 .....                    | 94        |
| <b>Course outlines for the language modules.....</b> | <b>95</b> |
| DUA1 Dutch Language & Culture 1, level A .....       | 97        |
| DUA2 Dutch Language & Culture 2, level A.....        | 98        |
| DUA3 Dutch Language & Culture 3, level A.....        | 99        |
| DUA4 Dutch Language & Culture 4, level A.....        | 100       |
| DUA5 Dutch Language & Culture 5, level A.....        | 101       |
| DUA6 Dutch Language & Culture 6, level A.....        | 102       |
| DUB1 Dutch Language & Culture 1, level B.....        | 103       |
| DUB2 Dutch Language & Culture 2, level B.....        | 104       |
| DUB3 Dutch Language & Culture 3, level B.....        | 105       |
| DUB4 Dutch Language & Culture 4, level B.....        | 106       |
| DUB5 Dutch Language & Culture 5, level B.....        | 107       |
| DUB6 Dutch Language & Culture 6, level B.....        | 108       |
| FRA1 French Language & Culture 1, level A.....       | 109       |
| FRA2 French Language & Culture 2, level A.....       | 110       |
| FRA3 French Language & Culture 3, level A.....       | 111       |
| FRA4 French Language & Culture 4, level A.....       | 113       |
| FRA5 French Language & Culture 5 level A.....        | 115       |
| FRA6 French Language & Culture 6, level A.....       | 117       |
| GEA1 German Language & Culture 1, level A.....       | 118       |
| GEA2 German Language & Culture 2, level A.....       | 119       |
| GEA3 German Language & Culture 3, level A.....       | 121       |
| GEA4 German Language & Culture 4, level A.....       | 122       |
| GEA5 German Language & Culture 5, level A.....       | 123       |
| GEA6 German Language & Culture 6, level A.....       | 124       |
| SPA1 Spanish Language & Culture 1, level A.....      | 125       |
| SPA2 Spanish Language & Culture 2, level A.....      | 126       |
| SPA3 Spanish Language & Culture 3, level A.....      | 127       |
| SPA4 Spanish Language & Culture 4, level A.....      | 128       |
| SPA5 Spanish Language & Culture 5, level A.....      | 129       |
| SPA6 Spanish Language & Culture 6, level A.....      | 130       |
| SPB2 Spanish Language & Culture 2, level B.....      | 131       |
| SPB3 Spanish Language & Culture 3, level B.....      | 132       |
| SPB4 Spanish Language & Culture 4, level B.....      | 133       |
| SPB5 Spanish Language & Culture 5, level B.....      | 134       |
| SPB6 Spanish Language & Culture 6, level B.....      | 135       |

## Study Programmes

IBS offers you a wide variety of study programmes to choose from.

You can earn a formal minor by choosing one of the complete semester programmes.

A minor is a thematically unified study programme of 30 ects. Next to earning a formal minor, it brings you the advantage of knowing in advance which modules you will be following for the whole semester, with the guarantee to be enrolled.

Another option is to choose two period programmes.

IBS has two types of period programmes: complete programmes and partial programmes.

The complete period programme is a thematically unified study programme of 15 ects. Next to being thematically unified, it brings you the advantage of knowing in advance which modules you will be following, with the guarantee to be enrolled.

The partial period programme contains less than 15 ects. You will therefore need to add modules if you are required by your home institution to have a study load of 15 ects for that period. If you are required to take an additional module, then you need to indicate your preferences in order. An additional module cannot be guaranteed due to class capacity or scheduling constraints. Before the beginning of the relevant period you will be enrolled for one of your preferences.



## Minors / complete semester programmes

A minor is a thematically unified study programme of 30 erts. Next to earning a formal minor, it brings you the advantage of knowing in advance which modules you will be following for the whole semester, with the guarantee to be enrolled.

### Minor European Business

| Block 1 |                                   | Block 2 |   |
|---------|-----------------------------------|---------|---|
| Code    | Educational Unit                  | EC      | EC  |
| INT3    | Introduction 3                    | 1       | IPC1 International Presentation & Communication |
| ENX1    | English for Exchange students     | 3       | IES1 International Entrepreneurship             |
| IEM1    | Introduction to Export Management | 3       | IBC1 International Business Cultures            |
| EUB1    | European Business Environment     | 3       | ARS1 Applied Primary Research Skills            |
| ARS2    | Applied Secondary Research Skills | 2       | EBP2 European Business Plan 2                   |
| EBP1    | European Business Plan 1          | 3       |   |

### Minor International Finance and Accounting\*

| Block 1 |                                       | Block 2 |   |
|---------|---------------------------------------|---------|---|
| Code    | Educational Unit                      | EC      | EC                                      |
| FAC2    | Financial Accounting 2                | 5       | IFI1 International Financial Management |
| AIF1    | Advanced International Finance        | 5       | IAC1 International Accounting           |
| CSF1    | Capita Selecta Finance and Accounting | 5       | PLC1 Planning and Control               |

### Minor International Marketing\*

| Block 1 |                                    | Block 2 |   |
|---------|------------------------------------|---------|---|
| Code    | Educational Unit                   | EC      | EC  |
| MST1    | International Marketing Strategy 1 | 5       | IMC1 Integrated Marketing Communication 1 |
| IPM1    | International Product Management 1 | 5       | ISM1 International Sales Management 1     |
| BRD1    | Brand Management 1                 | 5       | ONM1 Online Marketing                     |

### Minor International Management\*

| Block 1 |                            | Block 2 |                                      |
|---------|----------------------------|---------|--------------------------------------|
| Code    | Educational Unit           | EC      | EC                                   |
| HRM1    | Human Resource Management  | 5       | CSR1 Corporate Social Responsibility |
| PMT1    | Project Management         | 5       | COS1 Corporate Strategy              |
| ENT1    | Entrepreneurship 1         | 3       | ENT2 Entrepreneurship 2              |
| CSU1    | Corporate sustainability 1 | 2       | CSU2 Corporate sustainability 2      |

### Minor International Strategy and Business Development\*

| Block 1 |  | Block 2 |   |
|---------|--|---------|---|
| Code    | Educational Unit                         | EC      | EC  |
| CTG1    | Controlling                              | 3       | GMS1 General Management Simulation            |
| IFA1    | International Financial Accounting       | 3       | NER2 New Economic Realities 2                 |
| GCR1    | Governance, Compliance & Risk Management | 4       | OMA1 Operations Management                    |
| DHR1    | Dynamic Human Resource Management        | 3       | PIE2 Project International Entrepreneurship 2 |
| PIE1    | Project International Entrepreneurship 1 | 2       |   |

\* These programmes are offered at an advanced level and therefore require previous knowledge of the corresponding subject area.

## Period 1 complete programmes (15 ec)

The complete period programme is a thematically unified study programme of 15 ects. Next to being thematically unified, it brings you the advantage of knowing in advance which modules you will be following, with the guarantee to be enrolled.

### Block 1 European Business

| Code Educational Unit                  | EC |
|--|----|
| INT3 Introduction 3                    | 1  |
| ENX1 English for Exchange students     | 3  |
| IEM1 Introduction to Export Management | 3  |
| EUB1 European Business Environment     | 3  |
| ARS2 Applied Secondary Research Skills | 2  |
| EBP1 European Business Plan 1          | 3  |

### Block 1 International Strategy and Business Development\*

| Code Educational Unit                         | EC |
|---|----|
| CTG1 Controlling                              | 3  |
| IFA1 International Financial Accounting       | 3  |
| GCR1 Governance, Compliance & Risk Management | 4  |
| DHR1 Dynamic Human Resource Management        | 3  |
| PIE1 Project International Entrepreneurship 1 | 2  |

### Block 1 International Finance and Accounting\*

| Code Educational Unit                      | EC |
|--|----|
| FAC2 Financial Accounting 2                | 5  |
| AIF1 Advanced International Finance        | 5  |
| CSF1 Capita Selecta Finance and Accounting | 5  |

### Block 1 International Marketing\*

| Code Educational Unit                   | EC |
|---|----|
| MST1 International Marketing Strategy 1 | 5  |
| IPM1 International Product Management 1 | 5  |
| BRD1 Brand Management 1                 | 5  |

### Block 1 International Management\*

| Code Educational Unit           | EC |
|---------------------------------|----|
| HRM1 Human Resource Management  | 5  |
| PMT1 Project Management         | 5  |
| ENT1 Entrepreneurship 1         | 3  |
| CSU1 Corporate sustainability 1 | 2  |

\* These programmes are offered at an advanced level and therefore require previous knowledge of the corresponding subject area.

## Period 1 partial programmes (10-13 ec)

The partial period programme contains less than 15 ects. You will therefore need to add modules if you are required by your home institution to have a study load of 15 ects for that period. If you are required to take an additional module, then you need to indicate your preferences in order. An additional module cannot be guaranteed due to class capacity or scheduling constraints. Before the beginning of the relevant period you will be enrolled for one of your preferences.

### International Strategy and Business Development package A\* (13 ec)

| Code | Educational Unit                         | EC |
|------|--|----|
| CTG1 | Controlling                              | 3  |
| IFA1 | International Financial Accounting       | 3  |
| GCR1 | Governance, Compliance & Risk Management | 4  |
| DHR1 | Dynamic Human Resource Management        | 3  |

### Applied research package (13 ec)

| Code | Educational Unit                         | EC |
|------|--|----|
| BRM1 | Business Research Methods                | 2  |
| STA2 | Inductive Statistics                     | 2  |
| BMO2 | Behaviour, Management and Organisation 2 | 4  |
| ERS2 | English Business Report Writing Skills 2 | 3  |
| CTD1 | Career Training & Development            | 2  |

### Business and society package (13 ec)

| Code | Educational Unit                       | EC |
|------|--|----|
| EIB1 | Ethics in Business                     | 2  |
| LAW2 | International Business Law             | 3  |
| ICB2 | Intercultural Competence in Business 2 | 4  |
| NER1 | New Economic Realities                 | 4  |

### European Business package A (13 ec)

| Code | Educational Unit                  | EC |
|------|-----------------------------------|----|
| INT3 | Introduction 3                    | 1  |
| ENX1 | English for Exchange students     | 3  |
| IEM1 | Introduction to Export Management | 3  |
| EUB1 | European Business Environment     | 3  |
| EBP1 | European Business Plan 1          | 3  |

### European Business package B (12 ec)

| Code | Educational Unit                  | EC |
|------|-----------------------------------|----|
| INT3 | Introduction 3                    | 1  |
| IEM1 | Introduction to Export Management | 3  |
| EUB1 | European Business Environment     | 3  |
| ARS2 | Applied Secondary Research Skills | 2  |
| EBP1 | European Business Plan 1          | 3  |

**Marketing and Logistics package (12 ec)**

| Code | Educational Unit                   | EC |
|------|------------------------------------|----|
| CBH1 | Consumer Behaviour                 | 4  |
| IMM1 | International Marketing Management | 4  |
| SCM1 | Supply Chain Management            | 4  |

**International Finance & Accounting package A\* (10 ec)**

| Code | Educational Unit               | EC |
|------|--------------------------------|----|
| FAC2 | Financial Accounting 2         | 5  |
| AIF1 | Advanced International Finance | 5  |

**International Finance & Accounting package B\* (10 ec)**

| Code | Educational Unit                      | EC |
|------|---------------------------------------|----|
| FAC2 | Financial Accounting 2                | 5  |
| CSF1 | Capita Selecta Finance and Accounting | 5  |

**International Finance & Accounting package C\* (10 ec)**

| Code | Educational Unit                      | EC |
|------|---------------------------------------|----|
| AIF1 | Advanced International Finance        | 5  |
| CSF1 | Capita Selecta Finance and Accounting | 5  |

**International Marketing package A\* (10 ec)**

| Code | Educational Unit                   | EC |
|------|------------------------------------|----|
| MST1 | International Marketing Strategy 1 | 5  |
| IPM1 | International Product Management 1 | 5  |

**International Marketing package B\* (10 ec)**

| Code | Educational Unit                   | EC |
|------|------------------------------------|----|
| MST1 | International Marketing Strategy 1 | 5  |
| BRD1 | Brand Management 1                 | 5  |

**International Marketing package C\* (10 ec)**

| Code | Educational Unit                   | EC |
|------|------------------------------------|----|
| IPM1 | International Product Management 1 | 5  |
| BRD1 | Brand Management 1                 | 5  |

**International Management package A\* (10 ec)**

| Code | Educational Unit          | EC |
|------|---------------------------|----|
| HRM1 | Human Resource Management | 5  |
| PMT1 | Project Management        | 5  |

**International Finance intermediate level package (10 ec)**

| Code | Educational Unit                  | EC |
|------|-----------------------------------|----|
| SMK1 | Stock markets                     | 2  |
| MAC2 | Management Accounting 2           | 4  |
| FIF1 | Fundamental International Finance | 4  |

\* These programmes are offered at an advanced level and therefore require previous knowledge of the corresponding subject area.

## Period 2 complete programmes (15 ec)

The complete period programme is a thematically unified study programme of 15 ects. Next to being thematically unified, it brings you the advantage of knowing in advance which modules you will be following, with the guarantee to be enrolled.

### Block 2 European Business

| Code | Educational Unit                           | EC |
|------|--|----|
| IPC1 | International Presentation & Communication | 3  |
| IES1 | International Entrepreneurship             | 3  |
| IBC1 | International Business Cultures            | 3  |
| ARS1 | Applied Primary Research Skills            | 2  |
| EBP2 | European Business Plan 2                   | 4  |

### Block 2 International Finance and Accounting\*

| Code | Educational Unit                   | EC |
|------|------------------------------------|----|
| IFI1 | International Financial Management | 5  |
| IAC1 | International Accounting           | 5  |
| PLC1 | Planning and Control               | 5  |

### Block 2 International Marketing\*

| Code | Educational Unit                     | EC |
|------|--------------------------------------|----|
| IMC1 | Integrated Marketing Communication 1 | 5  |
| ISM1 | International Sales Management 1     | 5  |
| ONM1 | Online Marketing                     | 5  |

### Block 2 International Management\*

| Code | Educational Unit                | EC |
|------|---------------------------------|----|
| CSR1 | Corporate Social Responsibility | 5  |
| COS1 | Corporate Strategy              | 5  |
| ENT2 | Entrepreneurship 2              | 3  |
| CSU2 | Corporate sustainability 2      | 2  |

Please note: you can only take this if you have taken ENT1 and CSU1 in the period before

### Block 2 International Strategy and Business Development\*

| Code | Educational Unit                         | EC |
|------|--|----|
| GMS1 | General Management Simulation            | 4  |
| NER2 | New Economic Realities 2                 | 4  |
| OMA1 | Operations Management                    | 3  |
| PIE2 | Project International Entrepreneurship 2 | 4  |

Please note: you can only take this if you have taken PIE1 in the period before

\* These programmes are offered at an advanced level and therefore require previous knowledge of the corresponding subject area.

## Period 2 partial programmes (10-13 ec)

The partial period programme contains less than 15 ects. You will therefore need to add modules if you are required by your home institution to have a study load of 15 ects for that period. If you are required to take an additional module, then you need to indicate your preferences in order. An additional module cannot be guaranteed due to class capacity or scheduling constraints. Before the beginning of the relevant period you will be enrolled for one of your preferences.

### Applied research package (13 ec)

| Code | Educational Unit                         | EC |
|------|--|----|
| BRM1 | Business Research Methods                | 2  |
| STA2 | Inductive Statistics                     | 2  |
| BMO2 | Behaviour, Management and Organisation 2 | 4  |
| ERS2 | English Business Report Writing Skills 2 | 3  |
| CTD1 | Career Training & Development            | 2  |

### Business and society package (13 ec)

| Code | Educational Unit                       | EC |
|------|--|----|
| EIB1 | Ethics in Business                     | 2  |
| LAW2 | International Business Law             | 3  |
| ICB2 | Intercultural Competence in Business 2 | 4  |
| NER1 | New Economic Realities                 | 4  |

### European Business package C (13 ec)

| Code | Educational Unit                           | EC |
|------|--|----|
| IPC1 | International Presentation & Communication | 3  |
| IES1 | International Entrepreneurship             | 3  |
| IBC1 | International Business Cultures            | 3  |
| EBP2 | European Business Plan 2                   | 4  |

### European Business package D (12 ec)

| Code | Educational Unit                | EC |
|------|---------------------------------|----|
| IES1 | International Entrepreneurship  | 3  |
| IBC1 | International Business Cultures | 3  |
| ARS1 | Applied Primary Research Skills | 2  |
| EBP2 | European Business Plan 2        | 4  |

### Marketing and Logistics package (12 ec)

| Code | Educational Unit                   | EC |
|------|------------------------------------|----|
| CBH1 | Consumer Behaviour                 | 4  |
| IMM1 | International Marketing Management | 4  |
| SCM1 | Supply Chain Management            | 4  |

### International Strategy and Business Development package B\* (11 ec)

| Code | Educational Unit              | EC |
|------|-------------------------------|----|
| GMS1 | General Management Simulation | 4  |
| NER2 | New Economic Realities 2      | 4  |
| OMA1 | Operations Management         | 3  |

**International Finance & Accounting package D\* (10 ec)**

|   |    |
|---|----|
| Code Educational Unit                               | EC |
| IFI <sub>1</sub> International Financial Management | 5  |
| IAC <sub>1</sub> International Accounting           | 5  |

**International Finance & Accounting package E\* (10 ec)**

|   |    |
|---|----|
| Code Educational Unit                     | EC |
| IAC <sub>1</sub> International Accounting | 5  |
| PLC <sub>1</sub> Planning and Control     | 5  |

**International Finance & Accounting package F\* (10 ec)**

|   |    |
|---|----|
| Code Educational Unit                               | EC |
| IFI <sub>1</sub> International Financial Management | 5  |
| PLC <sub>1</sub> Planning and Control               | 5  |

**International Marketing package D\* (10 ec)**

|   |    |
|---|----|
| Code Educational Unit                                 | EC |
| IMC <sub>1</sub> Integrated Marketing Communication 1 | 5  |
| ISM <sub>1</sub> International Sales Management 1     | 5  |

**International Marketing package E\* (10 ec)**

|   |    |
|---|----|
| Code Educational Unit                                 | EC |
| IMC <sub>1</sub> Integrated Marketing Communication 1 | 5  |
| ONM <sub>1</sub> Online Marketing                     | 5  |

**International Marketing package F\* (10 ec)**

|   |    |
|---|----|
| Code Educational Unit                             | EC |
| ISM <sub>1</sub> International Sales Management 1 | 5  |
| ONM <sub>1</sub> Online Marketing                 | 5  |

**International Management package B\* (10 ec)**

|  |    |
|--|----|
| Code Educational Unit                            | EC |
| CSR <sub>1</sub> Corporate Social Responsibility | 5  |
| COS <sub>1</sub> Corporate Strategy              | 5  |

**International Finance intermediate level package (10 ec)**

|  |    |
|--|----|
| Code Educational Unit                              | EC |
| SMK <sub>1</sub> Stock markets                     | 2  |
| MAC <sub>2</sub> Management Accounting 2           | 4  |
| FIF <sub>1</sub> Fundamental International Finance | 4  |

\* These programmes are offered at an advanced level and therefore require previous knowledge of the corresponding subject area.



## Overview of modules per level

| <b>Year 2 level</b>                                      | <b>p1</b> | <b>p2</b> | <b>p3</b> | <b>p4</b> |
|--|-----------|-----------|-----------|-----------|
| BMO2 Behaviour, Management and Organisation 2 (4 ec)     | x         | x         | x         | x         |
| BRM1 Business Research Methods (2 ec)                    | x         | x         | x         | x         |
| CBH1 Consumer Behaviour (4 ec)                           | x         | x         | x         | x         |
| CTD1 Career Training & Development (2 ec)                | x         | x         | x         | x         |
| EIB1 Ethics in Business (2 ec)                           | x         | x         | x         | x         |
| ERS2 English Business Report Writing Skills 2 (3 ec)     | x         | x         | x         | x         |
| FIF1 Fundamental International Finance (4 ec)            | x         | x         | x         | x         |
| ICB2 Intercultural Competence in Business 2 (4 ec)       | x         | x         | x         | x         |
| IMM1 International Marketing Management (4 ec)           | x         | x         | x         | x         |
| LAW2 International Business Law (3 ec)                   | x         | x         | x         | x         |
| MAC2 Management Accounting 2 (4 ec)                      | x         | x         | x         | x         |
| NER1 New Economic Realities (4 ec)                       | x         | x         | x         | x         |
| SCM1 Supply Chain Management (4 ec)                      | x         | x         | x         | x         |
| SMK1 Stock markets (2 ec)                                | x         | x         | x         | x         |
| STA2 Inductive Statistics (2 ec)                         | x         | x         | x         | x         |
| <b>Year 3 level</b>                                      | <b>p1</b> | <b>p2</b> | <b>p3</b> | <b>p4</b> |
| ARS2 Applied Secondary Research Skills (2 ec)            | x         |           | x         |           |
| EBP1 European Business Plan 1 (3 ec)                     | x         |           | x         |           |
| ENX1 English for exchange students (3 ec)                | x         |           | x         |           |
| EUB1 European Business Environment (3 ec)                | x         |           | x         |           |
| IEM1 Introduction to Export Management (3 ec)            | x         |           | x         |           |
| ARS1 Applied Primary Research Skills (2 ec)              |           | x         |           | x         |
| EBP2 European Business Plan 2 (4 ec)                     |           | x         |           | x         |
| IBC1 International Business Cultures (3 ec)              |           | x         |           | x         |
| IES1 International Entrepreneurship (3 ec)               |           | x         |           | x         |
| IPC1 International Presentation and Communication (3 ec) |           | x         |           | x         |
| <b>Year 4 level</b>                                      | <b>p1</b> | <b>p2</b> | <b>p3</b> | <b>p4</b> |
| <b><i>minor International Finance and Accounting</i></b> |           |           |           |           |
| AIF1 Advanced International Finance (5 ec)               | x         |           | x         |           |
| CSF1 Capita Selecta Finance and Accounting (5 ec)        | x         |           | x         |           |
| FAC2 Financial Accounting 2 (5 ec)                       | x         |           | x         |           |
| IAC1 International Accounting (5 ec)                     |           | x         |           | x         |
| IFI1 International Financial Management (5 ec)           |           | x         |           | x         |
| PLC1 Planning and Control (5 ec)                         |           | x         |           | x         |

| <i>minor International Marketing</i>                                | <b>p1</b> | <b>p2</b> | <b>p3</b> | <b>p4</b> |
|---|-----------|-----------|-----------|-----------|
| BRD1 Brand Management (5 ec)  | x         |           | x         |           |
| IPM1 International Product Management (5 ec)                        | x         |           | x         |           |
| MST1 International Marketing Strategy (5 ec)                        | x         |           | x         |           |
| IMC1 Integrated Marketing Communication (5 ec)                      |           | x         |           | x         |
| ISM1 International Sales Management (5 ec)                          |           | x         |           | x         |
| ONM1 Online Marketing (5 ec)  |           | x         |           | x         |
| <b><i>minor International Management</i></b>                        |           |           |           |           |
| CSU1 Corporate sustainability 1 (2 ec)                              | x         |           | x         |           |
| ENT1 Entrepreneurship 1 (3 ec)                                      | x         |           | x         |           |
| HRM1 Human Resource Management (5 ec)                               | x         |           | x         |           |
| PMT1 Project Management 1 (5 ec)                                    | x         |           | x         |           |
| COS1 Corporate Strategy (5 ec)                                      |           | x         |           | x         |
| CSR1 Corporate Social Responsibility (5 ec)                         |           | x         |           | x         |
| CSU2 Corporate sustainability 2 (2 ec)                              |           | x         |           | x         |
| ENT2 Entrepreneurship 2 (3 ec)                                      |           | x         |           | x         |
| <b><i>minor International Strategy and Business Development</i></b> |           |           |           |           |
| CTG1 Controlling (3 ec)   | x         |           | x         |           |
| DHR1 Dynamic Human Resource Management (3 ec)                       | x         |           | x         |           |
| GCR1 Governance, Compliance & Risk Management (4 ec)                | x         |           | x         |           |
| IFA1 International Financial Accounting (3 ec)                      | x         |           | x         |           |
| PIE1 Project International Entrepreneurship 1 (2 ec)                | x         |           | x         |           |
| GMS1 General Management Simulation (4 ec)                           |           | x         |           | x         |
| NER2 New Economic Realities 2 (4 ec)                                |           | x         |           | x         |
| OMA1 Operations Management (3 ec)                                   |           | x         |           | x         |
| PIE2 Project International Entrepreneurship 2 (4 ec)                |           | x         |           | x         |
| <b>Languages (other than English)</b>                               | <b>p1</b> | <b>p2</b> | <b>p3</b> | <b>p4</b> |
| DUA1 Dutch Language & Culture 1, level A (3 ec)                     | x         |           | x         |           |
| DUA2 Dutch Language & Culture 2, level A (3 ec)                     |           | x         |           | x         |
| DUA3 Dutch Language & Culture 3, level A (2 ec)                     | x         |           |           |           |
| DUA4 Dutch Language & Culture 4, level A (2 ec)                     |           | x         |           |           |
| DUA5 Dutch Language & Culture 5, level A (2 ec)                     | x         |           | x         |           |
| DUA6 Dutch Language & Culture 6, level A (2 ec)                     |           | x         |           | x         |
| DUB1 Dutch Language & Culture 1, level B (3 ec)                     |           |           | x         |           |
| DUB2 Dutch Language & Culture 2, level B (3 ec)                     |           |           |           | x         |
| DUB3 Dutch Language & Culture 3, level B (2 ec)                     | x         |           |           |           |
| DUB4 Dutch Language & Culture 4, level B (2 ec)                     |           | x         |           |           |
| DUB5 Dutch Language & Culture 5, level B (2 ec)                     | x         |           | x         |           |
| DUB6 Dutch Language & Culture 6, level B (2 ec)                     |           | x         |           | x         |
| FRA1 French Language & Culture 1, level A (3 ec)                    |           |           | x         |           |
| FRA2 French Language & Culture 2, level A (3 ec)                    |           |           |           | x         |

|   |   |   |   |
|---|---|---|---|
| FRA3 French Language & Culture 3, level A (2 ec)  | x |   |   |
| FRA4 French Language & Culture 4, level A (2 ec)  |   | x |   |
| FRA5 French Language & Culture 5, level A (2 ec)  | x |   | x |
| FRA6 French Language & Culture 6, level A (2 ec)  |   | x | x |
| GEA1 German Language & Culture 1, level A (3 ec)  | x |   | x |
| GEA2 German Language & Culture 2, level A (3 ec)  |   | x | x |
| GEA3 German Language & Culture 3, level A (2 ec)  | x |   |   |
| GEA4 German Language & Culture 4, level A (2 ec)  |   | x |   |
| GEA5 German Language & Culture 5, level A (2 ec)  | x |   | x |
| GEA6 German Language & Culture 6, level A (2 ec)  |   | x | x |
| SPA1 Spanish Language & Culture 1, level A (3 ec) |   |   | x |
| SPA2 Spanish Language & Culture 2, level A (3 ec) |   |   | x |
| SPA3 Spanish Language & Culture 3, level A (2 ec) | x |   |   |
| SPA4 Spanish Language & Culture 4, level A (2 ec) |   | x |   |
| SPA5 Spanish Language & Culture 5, level A (2 ec) | x |   | x |
| SPA6 Spanish Language & Culture 6, level A (2 ec) |   | x | x |
| SPB2 Spanish Language & Culture 2, level B (3 ec) |   |   | x |
| SPB3 Spanish Language & Culture 3, level B (2 ec) | x |   |   |
| SPB4 Spanish Language & Culture 4, level B (2 ec) |   | x |   |
| SPB5 Spanish Language & Culture 5, level B (2 ec) | x |   | x |
| SPB6 Spanish Language & Culture 6, level B (2 ec) |   | x | x |



**Course outlines for the modules  
(except languages)**



## AIF1 Advanced International Finance

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------|---------------|-----|-------|
| Title of the educational unit                 | Advanced International Finance 1   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Module code                                   | IBVB15AIF1   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Period  | 1 or 3   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Study load                                    | 5 EC = 140 hours   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Learning Outcomes / Competencies              | <p>After completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding of advance financial concepts with a particular focus on corporate finance and working capital at a level that allows students for working with established areas of these topics;</li> <li>• describe and analyze the fundamental financial concepts such as, interest rate composition, bond and equity financing, risk and return, cost of capital, cash conversion cycle, etc. and their impact on business performance, portfolio management, making investment decisions and leverage capital structure, cash collection and payment behaviour;</li> <li>• to apply knowledge at an operational level of elements of current financial developments and related subjects and to foster awareness of interrelations among different aspects of business environment;</li> <li>• to demonstrate acquisition of ethical working habits both working alone and in teams.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P2.3, P8.3, G4.3, G6.3, G7.3</p> |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Target group / Position within the curriculum | <p>Compulsory for IBMS Finance Specialization students.<br/>Compulsory for those exchange students, and students from other schools at the HG, who take the minor International Finance &amp; Accounting.<br/>Optional for those students who can prove to have enough basic knowledge on the level of the 2<sup>nd</sup> year IBMS-course FIF1 and want to develop it.</p>  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Prerequisites                                 | <p>For IBMS students:<br/>need to have been either on PLM or SAB, preferably both, with or without completing all credits;<br/>need to have passed FIF1 before starting this course AIF1.<br/>For exchange students and students from other schools of the HG:<br/>affinity with the corresponding subject area is required and students should be able to give proof of having passed related courses with grades &gt; 5.5.</p>   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor – level 3 according to NP-IBMS.  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Course contents                               | The course focuses primarily on the various concepts around Corporate Funding and Corporate Decision-making as well as recent developments in the area of Working Capital Management.  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Didactical form                               | Lectures, seminars and group work.   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB15AIF1A</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment</td> <td>• IBVB15AIF1C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB15AIF1A | • 3 | • 5.5 | • Assignment | • IBVB15AIF1C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |              |               |     |       |
| • Written exam                                | • IBVB15AIF1A  | • 3                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| • Assignment                                  | • IBVB15AIF1C  | • 2                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| Name of lecturer/ coach                       | • Mark Oenema, Eric Nijsten, Roy Rus, Uno Sissingh   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Literature                                    | <p>“Principles of Managerial Finance”; Gitman, L.J. and Zutter, C.J.; Pearson Education; 14<sup>th</sup> edition, 2014; ISBN: 978-1-292-01820-1; (compulsory)</p> <p>WCM: additional presentations &amp; exercises on BB.</p>  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Electronic media                              |  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |              |               |     |       |

## ARS<sub>1</sub> Applied Primary Research Skills 1

| Field Name   | Description   |   |   |              |               |  |   |   |   |
|--|---|---|---|--------------|---------------|--|---|---|---|
| Title of the educational unit  | Applied Primary Research Skills 1   |   |   |              |               |  |   |   |   |
| Module code  | IBVB14ARS1  |   |   |              |               |  |   |   |   |
| Year of study  | 3   |   |   |              |               |  |   |   |   |
| Period   | 2 and 4   |   |   |              |               |  |   |   |   |
| Year   | 2015-2016   |   |   |              |               |  |   |   |   |
| Study load   | 2 EC = 56 hours   |   |   |              |               |  |   |   |   |
| Learning Outcomes / Competencies   | <p>On the completion of this module the student will be able to:</p> <ul style="list-style-type: none"> <li>• Develop a research design based on a given business case;</li> <li>• Translate the research question into an information need;</li> <li>• Explain and apply primary business research methods such as observations, focus groups, interviews and questionnaires;</li> <li>• Collect primary data using primary business research methods such as observations, focus groups, interviews and questionnaires according to the research design;</li> <li>• Process, organise, translate and evaluate the primary data collected and use the findings to answer the research questions from the research design;</li> <li>• Interpret the data collected in order to support management decisions from the given business case.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P6.2, G3.2, G4.2, G5.2, G6.2</p> |   |   |              |               |  |   |   |   |
| Target group / Position within the curriculum  | Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad (normally 3 <sup>rd</sup> year of study). Optional for exchange students and students from other schools at the HG (as part of the minor European Business).   |   |   |              |               |  |   |   |   |
| Prerequisites  | Prior knowledge of basic research at year 1 and year 2 level is desired.  |   |   |              |               |  |   |   |   |
| Level  | Main Phase Bachelor   |   |   |              |               |  |   |   |   |
| Course contents  | The focus on this course is on the importance of gathering primary information for the development of a business-plan and making informed judgement based on data collected and processed. Observations, focus groups, interviews and questionnaires techniques will be taught in theory and then practiced by allowing students to gather the data using these techniques. A basic use of statistical processing-techniques will be presented and discussed in order to establish awareness of a proper use of these techniques. Data organisation and coding will be taught in order for the student to learn how to organise a wide range of data and process it.  |   |   |              |               |  |   |   |   |
| Didactical form  | Seminars and practical  |   |   |              |               |  |   |   |   |
| Assessment   | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Assignment (portfolio with a collection of data gathering methods)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• IBVB14ARS1C</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 2</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> </td> </tr> </tbody> </table>   | Assessment method(s)                                  | Progress code(s)  | Number of EC | Minimum grade | <ul style="list-style-type: none"> <li>• Assignment (portfolio with a collection of data gathering methods)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14ARS1C</li> </ul> | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Assessment method(s)   | Progress code(s)  | Number of EC  | Minimum grade   |              |               |  |   |   |   |
| <ul style="list-style-type: none"> <li>• Assignment (portfolio with a collection of data gathering methods)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14ARS1C</li> </ul>   | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |              |               |  |   |   |   |
| Name of lecturer(s)/coach(es)  | Paul Wabike   |   |   |              |               |  |   |   |   |
| Costs  | € 40  |   |   |              |               |  |   |   |   |
| Literature   | “Essentials of Marketing Research, Global Edition”; Malhotra, N.K.; Pearson; ISBN 978-129-206016-3<br>Hand outs   |   |   |              |               |  |   |   |   |
| Language of instruction  | English   |   |   |              |               |  |   |   |   |
|  |   |   |   |              |               |  |   |   |   |

## ARS2 Applied Secondary Research Skills 2

| Field Name   | Description   |   |   |              |               |  |   |   |   |
|--|---|---|---|--------------|---------------|--|---|---|---|
| Title of the educational unit  | Applied Secondary Research Skills 2   |   |   |              |               |  |   |   |   |
| Module code  | IBVB14ARS2  |   |   |              |               |  |   |   |   |
| Year of study  | 3   |   |   |              |               |  |   |   |   |
| Period   | 1 and/or 3  |   |   |              |               |  |   |   |   |
| Year   | 2015-2016   |   |   |              |               |  |   |   |   |
| Study load   | 2 EC = 56 hours   |   |   |              |               |  |   |   |   |
| Learning Outcomes / Competencies                                       | <p>On the completion of this module the student will be able to:</p> <ul style="list-style-type: none"> <li>• Find /Choose a business related topic (from the area of management, marketing, finance and strategy) and formulate a feasible research question in a well-defined context;</li> <li>• Translate the research question into an information need;</li> <li>• Find, process and analyze secondary data (articles, databases) to translate them into useful information to answer the research question;</li> <li>• Write a literature review related to a particular research question with correct referencing;</li> <li>• Write a data analysis related to a particular research question with appropriate data presentation;</li> <li>• Critically assess the relevance of the secondary data accessed;</li> <li>• Critically assess their own research process and report on it.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G3.2, G4.2, G5.2, G6.3</p> |   |   |              |               |  |   |   |   |
| Target group / Position within the curriculum                          | <p>Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad</p> <p>Optional for exchange students and students from other schools at the HG (as part of the minor European Business)</p>  |   |   |              |               |  |   |   |   |
| Prerequisites  |   |   |   |              |               |  |   |   |   |
| Level  | Main Phase Bachelor   |   |   |              |               |  |   |   |   |
| Course contents  | This course is dedicated to create research-awareness and -attitude when it comes to secondary research. An introduction will be given as to which databases are available at the Hanze-Library and which can be found on the internet. The content of this course is to support the students in their development.   |   |   |              |               |  |   |   |   |
| Didactical form  | Seminars  |   |   |              |               |  |   |   |   |
| Assessment   | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Assignment (group)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• IBVB14ARS2C</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 2</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> </td> </tr> </tbody> </table>   | Assessment method(s)                                  | Progress code(s)  | Number of EC | Minimum grade | <ul style="list-style-type: none"> <li>• Assignment (group)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14ARS2C</li> </ul> | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Assessment method(s)   | Progress code(s)  | Number of EC  | Minimum grade   |              |               |  |   |   |   |
| <ul style="list-style-type: none"> <li>• Assignment (group)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14ARS2C</li> </ul>   | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |              |               |  |   |   |   |
| Name of lecturer(s)/coach(es)  | Jaan Kets, Cees Krottje, Christine Pelletier  |   |   |              |               |  |   |   |   |
| Costs  |   |   |   |              |               |  |   |   |   |
| Literature   | <p>"Essentials of Marketing Research, Global Edition"; Malhotra, N.K.; Pearson; ISBN 978-129-206016-3</p> <p>Hand outs</p>  |   |   |              |               |  |   |   |   |
| Language of instruction  | English   |   |   |              |               |  |   |   |   |
|  |   |   |   |              |               |  |   |   |   |

## BMO2 Behaviour, Management and Organization 2

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------------|---------------|-----|-------|
| Title of the educational unit                 | Behaviour, Management and Organization 2  |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Module code                                   | IBVB15BMO2  |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Period  | 1, 2, 3 or 4  |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Study load                                    | 4 EC = 112 hours  |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Learning Outcomes / Competencies              | <p>Upon satisfactory completion of the module, the student:</p> <ul style="list-style-type: none"> <li>• understands and applies the primary dependent and independent variables of the discipline of organizational behaviour;</li> <li>• explains and analyses intermediate and advanced concepts of organizational behaviour in terms of individual processes in organizations;</li> <li>• explains and analyses advanced concepts of organizational behaviour in terms of group processes in organizations;</li> <li>• understands and analyses how organizational change affects human behaviour in organizations;</li> <li>• compares and evaluates research literature from readily-available sources in the Hanze Mediatheek on subjects taught in class and related to the discipline of organizational behaviour.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P4.2, P9.2, G4.2</p> |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Target group / Position within the curriculum | Required module for IBMS students and articulation students<br>Optional for exchange students   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Prerequisites                                 |   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Level   | Main Phase Bachelor: Year 2   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Course contents                               | Individual behaviour in organisations covers subjects such as attitudes, motivation, improving job performance and job satisfaction.<br>Group and social processes cover subjects such as improving job performance, basic approaches to leadership, conflict and negotiation, organisational change & stress management.   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Didactical form                               | Assignment/s<br>Lectures  |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB15BMO2A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Group assignment</td> <td>• IBVB15BMO2C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB15BMO2A | • 2 | • 5.5 | • Group assignment | • IBVB15BMO2C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |                    |               |     |       |
| • Written exam                                | • IBVB15BMO2A   | • 2                  | • 5.5            |              |                  |                |               |     |       |                    |               |     |       |
| • Group assignment                            | • IBVB15BMO2C   | • 2                  | • 5.5            |              |                  |                |               |     |       |                    |               |     |       |
| Name of lecturer(s)/coach(es)                 | Ros Gibson, Hanna van der Stok, Conny Dröge, Monica Blaga   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Costs   | Approx. € 70  |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Literature                                    | <i>Organizational behaviour</i> . Robbins, S.P., Judge, T.A. and Campbell, T.T.; Pearson Educational Limited, 2010; ISBN 978 027 373 9630   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |
| Details/peculiarities                         | Since groups will be formed in week 1, students are strongly advised to attend the first class. If a student cannot come to the first class, s/he is required to contact the teacher, preferably prior to the first class but no later than on the day of the first class, so s/he can assign him/her to a group. If the student contacts the teacher after the first day of class, s/he will no longer be able to take part in the group work.   |                      |                  |              |                  |                |               |     |       |                    |               |     |       |

## BRD1 Brand Management

| Field Name                                    | Description   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
|---|---|----------------------|----------------|--------------|---------------|------------------------------|---------------|-----|-------|--------------------------------|---------------|-----|-------|
| Title of the educational unit                 | Brand Management 1  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Module code                                   | IBVB14BRD1  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Year of study                                 | 4   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Period  | 1 or 3  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Year  | 2015-2016   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Study load                                    | 5 EC = 140 hours  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Learning Outcomes / Competencies              | <p>Successful students in this unit can:</p> <ul style="list-style-type: none"> <li>list the major elements of brand building and brand management;</li> <li>describe the tactical guidelines and theories for planning, building, measuring, and managing brand equity;</li> <li>explain the content points of a brand marketing program;</li> <li>develop brand building programmes for a given case;</li> <li>describe the tactical guidelines and theories for planning, building, measuring, and managing brand equity;</li> <li>explain and prepare the content points of a brand marketing programme;</li> <li>develop, set up, execute and analyze a blind/open test for a food or beverage (FMCG).</li> </ul> <p>Connection with competencies from the IBMS Professional Profile:<br/>P5.3, P6.3, G3.3</p> |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Marketing Specialization.<br>Optional for exchange students, and students from other schools at the HG (taking the minor International marketing)   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Course contents                               | Brands have assumed a central role in marketing communication, and are particularly relevant to integrated marketing communication. This module will provide students with a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. It offers a detailed theoretical instruction on brand strategy, measuring brand equity, and managing brands across market segments, cultures, and geographical boundaries.   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Didactical form                               | Mass lectures, seminars   |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td>• Assignment 1 (brand audit)</td> <td>• IBVB14BRD1C</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment 2 (group project)</td> <td>• IBVB14BRD1D</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s) | Number of EC | Minimum grade | • Assignment 1 (brand audit) | • IBVB14BRD1C | • 3 | • 5.5 | • Assignment 2 (group project) | • IBVB14BRD1D | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade  |              |               |                              |               |     |       |                                |               |     |       |
| • Assignment 1 (brand audit)                  | • IBVB14BRD1C   | • 3                  | • 5.5          |              |               |                              |               |     |       |                                |               |     |       |
| • Assignment 2 (group project)                | • IBVB14BRD1D   | • 2                  | • 5.5          |              |               |                              |               |     |       |                                |               |     |       |
| Name of lecturer(s)/ coach(es)                | Diederich Bakker, Eric Voerman  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Costs   | €100  |                      |                |              |               |                              |               |     |       |                                |               |     |       |
| Literature                                    | <p>Strategic Brand Management, A European Perspective. Keller, K.L., Aperia, T., Georgson, M. 2<sup>nd</sup> edition, 2012 ,ISBN 978 027 373 7872</p> <p>The Brand Gap Neumeier, M., Berkley, CA: New Riders (Pearson Education); 2005; ISBN 978 032 134 8104</p> <p>Building Strong Brands Aaker, D. London: Simon &amp; Schuster, 2010. ISBN 978 184 983 0409</p> <p>The new strategic brand management: Advanced Insights and Strategic Thinking,</p>  |                      |                |              |               |                              |               |     |       |                                |               |     |       |

|                         |  |
|-------------------------|--|
|                         | <p>Kapferer, J.-N. London, Kogan Page; 5<sup>th</sup> ed. 2012. ISBN 978 074 946 5155</p> <p>IMC - using advertising and promotion to build brands Duncan, T. New York: McGraw-Hill; 2002. ISBN 978 025 621 4765 (no longer in print, available at the Hanze Media Center)</p> <p>How to use Advertising to Build Strong Brands. Jones, J. California: Sage, 1999. ISBN 978 076 191 2439</p> <p>Journal of Brand Management Palgrave (ISSN 1350-231X)</p> <p>Journal of Product &amp; Brand Management Emerald (ISSN: 1061-0421)</p> |
| Electronic media        |  |
| Language of instruction | English  |
| Details/peculiarities   | Unless otherwise stated, please do not use your computers, phones, or notepads during class. Such devices can be useful for note taking, but they can also detract from the classroom environment. Slides will be posted before most classes, and it is encouraged to bring print-outs to class so that attention can be aimed towards the lecturer.   |

## BRM1 Business Research Methods

| Field Name  | Description  |   |   |              |               |   |  |   |   |
|---|--|---|---|--------------|---------------|---|--|---|---|
| Title of the educational unit   | Business Research Methods  |   |   |              |               |   |  |   |   |
| Module code   | IBVH1BRM1  |   |   |              |               |   |  |   |   |
| Year of study   | 2  |   |   |              |               |   |  |   |   |
| Period  | 1 or 3   |   |   |              |               |   |  |   |   |
| Year  | 2015-2016  |   |   |              |               |   |  |   |   |
| Study load  | 2 EC = 56 hours  |   |   |              |               |   |  |   |   |
| Learning Outcomes / Competencies  | <p>On the completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify researchable problems in a business context;</li> <li>• Based on the problems in a business context, formulate relevant research aims and develop research questions which are significant, measurable, achievable, realistic, and timely;</li> <li>• Evaluate and choose appropriate research approaches and research designs;</li> <li>• Conduct data collection using multiple research methods in a systematic and methodical manner;</li> <li>• Understand different literature sources;</li> <li>• conduct a comprehensive literature review;</li> <li>• Apply knowledge of reliability and validity to review literature as a critical reviewer.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G 4.2</p> |   |   |              |               |   |  |   |   |
| Target group / Position within the curriculum   | Regular module for students IBMS   |   |   |              |               |   |  |   |   |
| Prerequisites   |  |   |   |              |               |   |  |   |   |
| Level   | Second Year Bachelor   |   |   |              |               |   |  |   |   |
| Course contents   | See weekly planning  |   |   |              |               |   |  |   |   |
| Didactical form   | Seminars<br>1 workshop   |   |   |              |               |   |  |   |   |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Written exam (20% MC and 80% case analysis)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• IBVH1BRM1A</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 2</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> </td> </tr> </tbody> </table>  | Assessment method(s)                                  | Progress code(s)  | Number of EC | Minimum grade | <ul style="list-style-type: none"> <li>• Written exam (20% MC and 80% case analysis)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVH1BRM1A</li> </ul> | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Assessment method(s)  | Progress code(s)   | Number of EC  | Minimum grade   |              |               |   |  |   |   |
| <ul style="list-style-type: none"> <li>• Written exam (20% MC and 80% case analysis)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVH1BRM1A</li> </ul>   | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |              |               |   |  |   |   |
| Name of lecturer(s)/coach(es)   | Franz Josef Gellert, Ning Ding   |   |   |              |               |   |  |   |   |
| Literature  | <p><b>Obligatory book:</b> Saunders, M. et al. (2009); 'Research Methods for Business Students'; 5<sup>th</sup> edition; Prentice Hall; ISBN: 978 027 371 6860.</p> <p><b>Further reading:</b> Verhoeven, N. (2008); 'Doing Research, The Hows and Whys of Applied Research'; 7<sup>th</sup> edition; Boom Academic; ISBN: 978 193 587 1057.</p>   |   |   |              |               |   |  |   |   |
| Electronic media  | Blackboard, social media   |   |   |              |               |   |  |   |   |
| Capacity  | Students for IBMS: 30 per class  |   |   |              |               |   |  |   |   |
| Language of instruction   | English  |   |   |              |               |   |  |   |   |
| Details/peculiarities   | BRM is part of research as a whole and is combined with statistics and the usage of SPSS. It is strongly advised to take BRM and STA2 in the same period.  |   |   |              |               |   |  |   |   |

## CBH1 Consumer Behaviour

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------|---------------|-----|-------|
| Title of the educational unit                 | Consumer Behaviour 1   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Module code                                   | IBVB15CBH1   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Period  | 1, 2, 3 and 4  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Study load                                    | 4 EC = 112 hours   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Learning Outcomes / Competencies              | <p>On completion of the course students will be able to:</p> <ul style="list-style-type: none"> <li>• define consumer behaviour and understand its influence on corporate strategy;</li> <li>• analyze case studies;</li> <li>• analyze marketing environments and segment them on the basis of consumer behaviour;</li> <li>• understand individual and environmental determinants of consumer behaviour;</li> <li>• use the information on consumer behaviour to select appropriate marketing tools to influence consumer decision making.</li> </ul> <p>Connection with competencies from the IBMS Professional Profile:<br/>P2.2, P3.2, P6.2, G3.2, G4.2</p> |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Target group / Position within the curriculum | Compulsory module for all IBMS students, incl. BW students<br>Optional for exchange students   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Prerequisites                                 | Marketing 1 or equivalent is recommended   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Level   | Second year Bachelor   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Course contents                               | Introduction to Consumer Behaviour, Consumer Decision making, Individual Determinants of Consumer Behaviour, Environmental Determinants of Consumer Behaviour.   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Didactical form / type of course              | Interactive Seminars   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written Exam</td> <td>• IBVB15CBH1A</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment</td> <td>• IBVB15CBH1C</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written Exam | • IBVB15CBH1A | • 3 | • 5.5 | • Assignment | • IBVB15CBH1C | • 1 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |              |               |     |       |
| • Written Exam                                | • IBVB15CBH1A  | • 3                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| • Assignment                                  | • IBVB15CBH1C  | • 1                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| Name of lecturer(s)/coach(es)                 | Jaan Kets, Paul Wabike, Eric Voerman   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Costs   | Approx. € 80   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Literature                                    | Consumer Behaviour, Schiffman & Kanuk, global edition. 11 <sup>th</sup><br>ISBN 978 0 273 787 136<br>Journal Articles for presentation, Course Powerpoint slides.  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Details/peculiarities                         | Active participation in class is required.   |                      |                  |              |                  |                |               |     |       |              |               |     |       |

## COS1 Corporate Strategy

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|-----------------------------------|---------------|-----|-------|
| Title of the educational unit                 | Corporate Strategy 1   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Module code                                   | IBVBo7COS1   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Period  | 2 or 4   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Study load                                    | 5 EC = 140 hours   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Learning Outcomes / Competencies              | <p>Course Learning Outcomes:</p> <ul style="list-style-type: none"> <li>Analyze the international organization with regard to resources and competences;</li> <li>Apply models and tools of strategy to analyze the external environment of an organisation;</li> <li>Evaluate the appropriateness of the strategy in the context of the organization, competitors and broader environment</li> <li>Use creative thinking to advise on and generate new strategic options for the organisation.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P.1.3, P4.3, G2.3, G5.3</p> |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Management Specialization<br>Optional for exchange students, and students from other schools at the HG (taking the minor International Management)   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Course contents                               | The aim of the module is to have students develop an understanding of the importance of the strategic process. During the module they will learn to assess the risk and uncertainty involved in decision making at the strategic level. At the end, students will know how to evaluate the present strategy and formulate improvements to the strategy which are in line with the ambition of an organisation.   |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Didactical form                               | Lectures, seminars and case studies  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVBo7COS1A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Integral performance assessment</td> <td>• IBVBo7COS1C</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVBo7COS1A | • 2 | • 5.5 | • Integral performance assessment | • IBVBo7COS1C | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |                                   |               |     |       |
| • Written exam                                | • IBVBo7COS1A  | • 2                  | • 5.5            |              |                  |                |               |     |       |                                   |               |     |       |
| • Integral performance assessment             | • IBVBo7COS1C  | • 3                  | • 5.5            |              |                  |                |               |     |       |                                   |               |     |       |
| Name of lecturer(s)/coach(es)                 | Arnd Mehrrens, Peter Schiphof  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Costs   | € 80,- (expected cost of required literature)  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Literature                                    | Required:<br><i>Exploring strategy: text &amp; cases</i> Johnson, G., Whittington, R., Scholes, Angwin, D., Regnér, P., K. Prentice Hall; 10 <sup>th</sup> edition, 2014; ISBN 978 1292002545  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |
| Details/peculiarities                         | Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class he is required to contact the teacher, preferably prior to the first class but no later than on the day of the first class, so he/she can assign him to a group. If he contacts the teacher after the first day of class he will no longer be able to take part in the group work.  |                      |                  |              |                  |                |               |     |       |                                   |               |     |       |

## CSF1 Capita Selecta Finance and Accounting

| Field Name                                    | Description  |   |   |   |
|---|--|---|---|---|
| Title of the educational unit                 | Capita Selecta Finance 1   |   |   |   |
| Module code                                   | IBVB15CSF1   |   |   |   |
| Year of study                                 | 4  |   |   |   |
| Period  | 1 or 3   |   |   |   |
| Year  | 2015-2016  |   |   |   |
| Study load                                    | 5 EC = 140 hours   |   |   |   |
| Learning Outcomes / Competencies              | <p>Students will be able to study in depth one of the current issues offered; Mergers &amp; Acquisitions, International Taxation or Sustainable Finance &amp; Ethics. Preferably in pairs students will:</p> <ul style="list-style-type: none"> <li>• study the subject in depth in an independent way;</li> <li>• conduct research into the subject;</li> <li>• report about the subject;</li> <li>• deliver a professional looking document.</li> </ul> <p>This experience will be a good preparation for the final Graduation Project.</p> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P2.3, P8.3, G4.3, G6.3, G7.3</p> |   |   |   |
| Target group / Position within the curriculum | <p>Compulsory for IBMS Finance Specialization students.</p> <p>Exchange students, and students from other schools of the HG: affinity with the corresponding subject area is required.</p>   |   |   |   |
| Prerequisites                                 | <p>IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.</p> <p>Exchange students and students from other schools of the HG: affinity with the corresponding subject area is required.</p>  |   |   |   |
| Level   | 4 <sup>th</sup> year bachelor  |   |   |   |
| Course contents                               | The subjects offered are actually current issues in finance & accounting. They are exchangeable and may rotate over the years, depending on the attention the attract in International Business.   |   |   |   |
| Didactical form                               | Self-study, research and reporting, see CSF1 BB site.  |   |   |   |
| Assessment                                    | Assessment method(s)   | Osiris code(s)  | Number of EC  | Minimum grade(s)  |
|   | <ul style="list-style-type: none"> <li>• Assignment (portfolio)</li> </ul>   | <ul style="list-style-type: none"> <li>• IBVB15CSF1C</li> </ul> | <ul style="list-style-type: none"> <li>• 5</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Maurice Cox, Dan Diojdescu, Egbert Dommerholt, Roy Rus   |   |   |   |
| Costs   | Depends on the subject (see CSF1 BB site)  |   |   |   |
| Literature                                    | Depends on the subject (see CSF1 BB site)  |   |   |   |
| Language of instruction                       | English  |   |   |   |
| Details/peculiarities                         | Attendance of introductory lectures are compulsory.  |   |   |   |

## CSR<sub>1</sub> Corporate Social Responsibility

| Field Name                                      | Description  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|-----------------------|---------------|-----|-------|-----------------------|---------------|-----|-------|
| Title of the educational unit                   | Corporate Social Responsibility  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Module code                                     | IBVB12CSR1   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Year of study                                   | 4  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Period  | 2 or 4   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Study load                                      | 5 EC = 140 hours   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Learning Outcomes/<br>Competencies              | <p>Students are able to:</p> <ul style="list-style-type: none"> <li>• Explain key CSR concepts and their relevance to business management</li> <li>• Identify and analyze current issues in business ethics</li> <li>• Understand the meaning and the importance of CSR for business success</li> <li>• Appreciate the opportunities of ethical behaviour in the workplace</li> <li>• Identify and evaluate recent CSR challenges presented by global business</li> <li>• Define the main external and internal driving forces of CSR</li> <li>• Determine the main functions of ethical leadership, ethics management, and stakeholder management</li> </ul> <p>Competencies from the IBMS Professional Profile: P1.3, P2.3, G1.3, G2.3, G7.3</p> |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Target group/<br>Position within the curriculum | <p>Compulsory for IBMS Management Specialization.</p> <p>Optional for exchange students, and students from other schools at the HG (taking the minor International Management)</p>   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Prerequisites                                   | <p>IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.</p> <p>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.</p>  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Course contents                                 | <ul style="list-style-type: none"> <li>• Corporate Social Responsibility Concepts</li> <li>• Business Ethics and New Institutional Economics</li> <li>• Sustainability</li> <li>• Corporate Citizenship</li> <li>• CSR Management Tools</li> </ul>   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Didactical form                                 | Lectures and seminars  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Assessment                                      | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Assignment 1(group)</td> <td>• IBVB12CSR1C</td> <td>• 2</td> <td>• 5-5</td> </tr> <tr> <td>• Assignment 2 (ind.)</td> <td>• IBVB12CSR1D</td> <td>• 3</td> <td>• 5-5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Assignment 1(group) | • IBVB12CSR1C | • 2 | • 5-5 | • Assignment 2 (ind.) | • IBVB12CSR1D | • 3 | • 5-5 |
| Assessment method(s)                            | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                       |               |     |       |                       |               |     |       |
| • Assignment 1(group)                           | • IBVB12CSR1C  | • 2                  | • 5-5            |              |                  |                       |               |     |       |                       |               |     |       |
| • Assignment 2 (ind.)                           | • IBVB12CSR1D  | • 3                  | • 5-5            |              |                  |                       |               |     |       |                       |               |     |       |
| Name of lecturer(s)/coach(es)                   | Mariaelena Murphy, Egbert Dommerholt   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Costs   | Obligatory literature €71  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Literature                                      | <p>Obligatory:</p> <ul style="list-style-type: none"> <li>• <i>Strategic Corporate Social Responsibility: Stakeholders in a Global Environment</i> Chandler, D. &amp; Werther Jr, W.B. Sage; 2<sup>nd</sup> edition; 2010; ISBN 978 141 297 4530.</li> </ul> <p>Recommended:</p> <ul style="list-style-type: none"> <li>• <i>Business &amp; Society - Ethics, Sustainability and Stakeholder Management</i> Carroll, A.B., Buchholtz, A.K.; Thomson South Western; 8<sup>th</sup> edition, 2011; ISBN 978 053 846 6769</li> </ul>  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Language of instruction                         | English  |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |
| Details/peculiarities                           | <p>Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class he is required to contact the teacher, preferably prior to the first class but no later than on the day of the first class, so he/she can assign him to a group. If he contacts the teacher after the first day of class he will no longer be able to take part in the group work.</p>   |                      |                  |              |                  |                       |               |     |       |                       |               |     |       |

## CSU<sub>1</sub> Corporate Sustainability 1

| Field Name                                    | Description  |                  |              |               |
|---|--|------------------|--------------|---------------|
| Title of the educational unit                 | Corporate Sustainability 1   |                  |              |               |
| Module code                                   | IBVB14CSU1C  |                  |              |               |
| Year of study                                 | 4  |                  |              |               |
| Period  | 1 and 3  |                  |              |               |
| Year  | 2015-2016  |                  |              |               |
| Study load                                    | 2 EC = 56 hours  |                  |              |               |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• Understanding of the sustainable development concept and awareness of the impact of sustainable development on the global (business) community at large;</li> <li>• Understanding how to relate sustainable development to a business setting and the ability to identify sustainability related issues;</li> <li>• Awareness and understanding of the relationship between corporate sustainability and financial performance;</li> <li>• Understanding and critical thinking concerning of corporate sustainability drivers;</li> <li>• Understanding that the role of leadership is crucial to corporate sustainability;</li> <li>• Awareness, understanding and critical thinking concerning corporate sustainability related strategies and business models;</li> <li>• Students can make recommendations, and come to judgments concerning sustainability factors and effective business (-behaviour).</li> </ul> <p>Competencies from the IBMS Professional Profile (at level 3):<br/>P1, P2, P5, G4, G6, G7</p> |                  |              |               |
| Target group / Position within the curriculum | Compulsory module for fourth year students IBMS (International Management Specialization)  |                  |              |               |
| Prerequisites                                 | This is an advanced level course, which requires basic research and academic writing skills.   |                  |              |               |
| Level   | Main Phase Bachelor: Year 4  |                  |              |               |
| Course contents                               | <p>The course content is divided over two periods (during Sustainability 1 and 2) Corporate Sustainability1:</p> <ul style="list-style-type: none"> <li>• General introduction: definition of sustainable development, history, concepts</li> <li>• The international dimension of sustainable development</li> <li>• Relationship between corporate sustainability and financial performance</li> <li>• Theoretical approaches to corporate sustainability (i.e. neo classical, institutional and behavioural economics)</li> <li>• Sustainability business strategies and business models</li> </ul>   |                  |              |               |
| Didactical form                               | lectures   |                  |              |               |
| Assessment                                    | Assessment method(s)   | Progress code(s) | Number of EC | Minimum grade |
|   | • Individual portfolio   | • IBVB14CSU1C    | • 2          | • 5.5         |
| Name of lecturer/coach                        | Dr. Egbert Dommerholt  |                  |              |               |
| Costs   | Approximately € 45,- (for Sustainability I and II combined)  |                  |              |               |

## CSU2 Corporate Sustainability 2

| Field Name                                    | Description  |                      |                  |              |                  |                        |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Corporate Sustainability 2   |                      |                  |              |                  |                        |               |     |       |
| Module code                                   | IBVB14CSU2   |                      |                  |              |                  |                        |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                        |               |     |       |
| Period  | 2 and 4  |                      |                  |              |                  |                        |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |                  |                        |               |     |       |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• Understanding of the sustainable development concept and awareness of relevant guidelines enabling business to increase their sustainability performance;</li> <li>• Understanding the core elements of sustainability reporting and being able to reflect on it from a corporate and societal context;</li> <li>• Understanding the complexity of the corporate sustainability concept and being able to reflect on the relevance of uni- and multidimensional measures reflecting corporate sustainability performance;</li> <li>• Understanding corporate sustainability performance evaluation and strategic performance measurement systems and being able to critically reflect on these from a business and society context;</li> <li>• Understanding the foundations of measuring social, environmental and economic impacts and being able to critically reflect on these impacts from a business and society perspective.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P.1, P.2, P.5, G.4, G.6, G.7</p> |                      |                  |              |                  |                        |               |     |       |
| Target group / Position within the curriculum | Compulsory module for fourth year students IBMS (International Management Specialization)  |                      |                  |              |                  |                        |               |     |       |
| Prerequisites                                 | <p>IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.</p> <p>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.</p> <p>This is an advanced level course, which requires basic research and academic writing skills.</p> <p>Having followed Sustainability I is recommended, but not obligatory.</p>  |                      |                  |              |                  |                        |               |     |       |
| Level   | Main Phase Bachelor: Year 4  |                      |                  |              |                  |                        |               |     |       |
| Course contents                               | <p>The course content is divided over two periods (Sustainability 1 and II)</p> <p>Sustainability II:<br/>General introduction: brief recapitulation of sustainability I course and setting the stage for sustainability II.</p>   |                      |                  |              |                  |                        |               |     |       |
| Didactical form                               | Lectures   |                      |                  |              |                  |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Individual portfolio</td> <td>• IBVB14CSU2C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Individual portfolio | • IBVB14CSU2C | • 2 | • 5.5 |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade(s) |              |                  |                        |               |     |       |
| • Individual portfolio                        | • IBVB14CSU2C  | • 2                  | • 5.5            |              |                  |                        |               |     |       |
| Name of lecturer/coach                        | Dr. Egbert Dommerholt  |                      |                  |              |                  |                        |               |     |       |
| Costs   | Approximately €45,- (for Sustainability I and II combined)   |                      |                  |              |                  |                        |               |     |       |
| Literature                                    | <p>Mandatory:<br/>Business and Sustainability, Blowfield. M. Oxford University Press 2013 ISBN: 978 019 964 2984</p> <p>Academic papers. These will be announced/distributed in the first lecture.</p> <p>Recommended:<br/>Fundamentals of sustainable development. Roorda, Niko (2012). Routledge. ISBN 9781849714198 (reference)</p>   |                      |                  |              |                  |                        |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                        |               |     |       |
| Details/peculiarities                         |  |                      |                  |              |                  |                        |               |     |       |

## CTD<sub>1</sub> Career Training & Development

| Field Name                                    | Description   |                      |                  |              |                  |              |   |     |       |
|---|---|----------------------|------------------|--------------|------------------|--------------|---|-----|-------|
| Title of the educational unit                 | Career Training and Development 1   |                      |                  |              |                  |              |   |     |       |
| Module code                                   | IBVB <sub>13</sub> CTD <sub>1</sub>   |                      |                  |              |                  |              |   |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |              |   |     |       |
| Period  | 1, 2, 3 and 4   |                      |                  |              |                  |              |   |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |              |   |     |       |
| Study load                                    | 2EC = 56 hours  |                      |                  |              |                  |              |   |     |       |
| Learning Outcomes / Competencies              | <p>Upon successful completion of the module, the student:</p> <ul style="list-style-type: none"> <li>• Identifies job needs and relate these to personal qualifications and ambitions;</li> <li>• Creates professional products to promote oneself on the professional job market;</li> <li>• Evaluates products of peers.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P9.2, G3.2, G6.2</p>  |                      |                  |              |                  |              |   |     |       |
| Target group / Position within the curriculum | Required module for IBMS students<br>Optional for exchange students   |                      |                  |              |                  |              |   |     |       |
| Prerequisites                                 |   |                      |                  |              |                  |              |   |     |       |
| Level   | Main Phase Bachelor: Year 2   |                      |                  |              |                  |              |   |     |       |
| Course contents                               | This module provides a theoretical and practical framework within which students can test out existing career intentions and generate career goals, through self-assessment linked with career exploration and a specific job/work-environment study. The module will equip students with the knowledge and skills to make and implement their career decisions, both now and in the future. A worked-out job application procedure improves the students' self-promotion skills through pre-application, CV writing, application and interview practice. |                      |                  |              |                  |              |   |     |       |
| Didactical form                               | Skills Training and Seminars  |                      |                  |              |                  |              |   |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Assignment</td> <td>• IBVB<sub>13</sub>CTD<sub>1</sub>C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Assignment | • IBVB <sub>13</sub> CTD <sub>1</sub> C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |              |   |     |       |
| • Assignment                                  | • IBVB <sub>13</sub> CTD <sub>1</sub> C   | • 2                  | • 5.5            |              |                  |              |   |     |       |
| Name of lecturer(s)/coach(es)                 | Ros Gibson, Jan Liefers   |                      |                  |              |                  |              |   |     |       |
| Literature                                    | Handbook available on blackboard  |                      |                  |              |                  |              |   |     |       |
| Costs   |   |                      |                  |              |                  |              |   |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |              |   |     |       |
| Details/peculiarities                         |   |                      |                  |              |                  |              |   |     |       |

## CTG1 Controlling

| Field Name                                    | Description   |                   |                |              |            |                     |               |     |       |
|---|---|-------------------|----------------|--------------|------------|---------------------|---------------|-----|-------|
| Title of the educational unit                 | Controlling   |                   |                |              |            |                     |               |     |       |
| Module code                                   | IBVB14CTG1  |                   |                |              |            |                     |               |     |       |
| Year of study                                 | 4   |                   |                |              |            |                     |               |     |       |
| Period  | 1 or 3  |                   |                |              |            |                     |               |     |       |
| Year  | 2015-2016   |                   |                |              |            |                     |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                   |                |              |            |                     |               |     |       |
| Learning Outcomes / Competencies              | <p>Upon completion of this course, students:</p> <ul style="list-style-type: none"> <li>• Explain the function of controlling and identify controlling issues;</li> <li>• Apply various controlling instruments in small and medium sized businesses;</li> <li>• Unleash on a company level the entrepreneurial and entrepreneurial potential of a business;</li> <li>• Perform changes in business processes and implement change management;</li> <li>• Co-operate with others in a business setting;</li> <li>• Carry out business research methods;</li> <li>• Plan and organise a business.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P3.3, P4.3, P5.3, P8.3, G1.3 G2.3, G4.3, G5.3, G7.3</p> |                   |                |              |            |                     |               |     |       |
| Target group / Position within the curriculum | Compulsory for BW Specialization<br>Optional for exchange students  |                   |                |              |            |                     |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                   |                |              |            |                     |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                   |                |              |            |                     |               |     |       |
| Course contents                               | <ul style="list-style-type: none"> <li>• Controller's goals and targets, mission statement and requirements</li> <li>• Controlling information systems</li> <li>• Business Planning and Control</li> <li>• Controlling &amp; Reporting</li> <li>• Controlling forecasts</li> </ul>  |                   |                |              |            |                     |               |     |       |
| Didactical form                               | Project in the form of a simulation game  |                   |                |              |            |                     |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Min. grade</th> </tr> </thead> <tbody> <tr> <td>• Practical (group)</td> <td>• IBVB14CTG1D</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method | Osiris code(s) | Number of EC | Min. grade | • Practical (group) | • IBVB14CTG1D | • 3 | • 5.5 |
| Assessment method                             | Osiris code(s)  | Number of EC      | Min. grade     |              |            |                     |               |     |       |
| • Practical (group)                           | • IBVB14CTG1D   | • 3               | • 5.5          |              |            |                     |               |     |       |
| Name of lecturer                              | Mr Maurice Cox  |                   |                |              |            |                     |               |     |       |
| Costs   |   |                   |                |              |            |                     |               |     |       |
| Literature                                    | Provided on BlackBoard  |                   |                |              |            |                     |               |     |       |
| Language of instruction                       | English   |                   |                |              |            |                     |               |     |       |
| Details / Peculiarities                       | In the first week, groups will be created by the lecturer. Attendance is compulsory; at least 80% of all lectures have to be attended. Due to the nature of this module students can only resit it by taking the module again the next time it is offered.  |                   |                |              |            |                     |               |     |       |

## DHR1 Dynamic Human Resource Management

| Field Name                                    | Description   |                                 |                     |                         |
|---|---|---------------------------------|---------------------|-------------------------|
| Title of the educational unit                 | Dynamic Human Resource Management   |                                 |                     |                         |
| Module code                                   | IBVB14DHR1  |                                 |                     |                         |
| Year of study                                 | 4   |                                 |                     |                         |
| Period  | 1 or 3  |                                 |                     |                         |
| Year  | 2015-2016   |                                 |                     |                         |
| Study load                                    | 3 EC = 84 hours   |                                 |                     |                         |
| Learning Outcomes / Competencies              | <p>On successful completion of the module, students:</p> <ul style="list-style-type: none"> <li>• Understand and analyse HRM strategies, tools &amp; instruments in relation to the international (European) business context;</li> <li>• Identify and evaluate the spectrum of functions and responsibilities related to the management of Human Resources;</li> <li>• Understand and apply intercultural competencies and intercultural team management, ethics and CSR in the international (European) business context;</li> <li>• Create an international HRM strategy based on appropriate integration of the availability, employability, motivation and vitality of people as the key factors of international HRM.</li> </ul> <p>Competencies from the IBMS Professional Profile: (level 3)<br/>P1.3, P3.3, P9.3, G2.3, G7.3</p> |                                 |                     |                         |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students   |                                 |                     |                         |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                                 |                     |                         |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                                 |                     |                         |
| Course contents                               | <p>The people factor plays a decisive role in the international business competitive environment. The availability, motivation, competences and vitality of employees affect the firm's productivity, innovative ability, customer services, competitive advantage, reputation and survival. At the same time, internationalisation and diverse countries of operation pose distinctive challenges and opportunities. The emphasis in this module will be on understanding the interaction between HRM and the international business context, and the design and implementation of HRM policies, tools &amp; instruments in international (European) business and societies.</p>   |                                 |                     |                         |
| Didactical form                               | Seminars<br>(Guest) Lecture (-s)<br>Coaching  |                                 |                     |                         |
| Assessment                                    | Assessment method(s)<br>• Assignment<br>(Group report)  | Osiris code(s)<br>• IBVB14DHR1C | Number of EC<br>• 3 | Minimum grades<br>• 5.5 |
| Name of lecturer(s)/coach(es)                 | To be announced   |                                 |                     |                         |
| Cost  | € 80,-  |                                 |                     |                         |
| Literature                                    | <p>Core textbook:<br/><i>International Human Resource Management Policies and Practices for Multinational Enterprises</i><br/>Dennis Briscoe, Randall Schuler, I. Tarique., 2011. ISBN: 978 0415884761</p> <p>Recommended reading:<br/>tbd</p>  |                                 |                     |                         |
| Language of instruction                       | English   |                                 |                     |                         |
| Details/peculiarities                         | Students can resit this module the next time it is offered or during the resit week for main phase exams before the summer holidays.  |                                 |                     |                         |

## EBP1 European Business Plan 1

| Field Name                                    | Description   |                      |                  |              |               |                                    |               |     |       |
|---|---|----------------------|------------------|--------------|---------------|------------------------------------|---------------|-----|-------|
| Title of the educational unit                 | European Business Plan 1  |                      |                  |              |               |                                    |               |     |       |
| Module code                                   | IBVB14EBP1  |                      |                  |              |               |                                    |               |     |       |
| Year of study                                 | 3   |                      |                  |              |               |                                    |               |     |       |
| Period  | 1 or 3  |                      |                  |              |               |                                    |               |     |       |
| Year  | 2015-2016   |                      |                  |              |               |                                    |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |               |                                    |               |     |       |
| Learning Outcomes / Competencies              | <p>The student will:</p> <ul style="list-style-type: none"> <li>• see the practical relevance of the different knowledge subjects involved in the 1st block of the Minor European Business;</li> <li>• have an insight into the functioning of a company;</li> <li>• integrate different subjects into a Business Plan;</li> <li>• apply and reflect upon his/her teamwork and individual skills.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P3.2, P5.2, G2.2, G3.2, G4.2, G5.2</p>   |                      |                  |              |               |                                    |               |     |       |
| Target group / Position within the curriculum | <ul style="list-style-type: none"> <li>• Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad</li> <li>• Optional for exchange students and students from other schools at the HG (as part of the minor European Business)</li> </ul>   |                      |                  |              |               |                                    |               |     |       |
| Prerequisites                                 |   |                      |                  |              |               |                                    |               |     |       |
| Level   | Main Phase Bachelor   |                      |                  |              |               |                                    |               |     |       |
| Course contents                               | <p>The project acts as an engine of learning;</p> <ul style="list-style-type: none"> <li>• students will have to cooperate and find independent solutions to complex practice oriented problems and present the various solutions in an integrated way;</li> <li>• Students can relate and apply the various subjects of this block to a real life case;</li> <li>• Students will receive a brief introduction to the various subjects to inform them about the specific contents and required level of knowledge;</li> <li>• Students have to learn to cooperate in groups to discover the value added of working in teams.</li> </ul> |                      |                  |              |               |                                    |               |     |       |
| Didactical form                               | Seminars & Projectgroup-meetings  |                      |                  |              |               |                                    |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td>• Assignment(Written Group-Report)</td> <td>• IBVB14EBP1C</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade | • Assignment(Written Group-Report) | • IBVB14EBP1C | • 3 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade    |              |               |                                    |               |     |       |
| • Assignment(Written Group-Report)            | • IBVB14EBP1C   | • 3                  | • 5.5            |              |               |                                    |               |     |       |
| Name of lecturer(s)/coach(es)                 | Mark Oenema, Wim Speulman   |                      |                  |              |               |                                    |               |     |       |
| Costs   | €75   |                      |                  |              |               |                                    |               |     |       |
| Literature                                    | Handout with guidelines   |                      |                  |              |               |                                    |               |     |       |
| Language of instruction                       | English   |                      |                  |              |               |                                    |               |     |       |
|   |   |                      |                  |              |               |                                    |               |     |       |

## EBP2 European Business Plan 2

| Field Name   | Description  |   |   |              |               |  |   |   |   |
|--|--|---|---|--------------|---------------|--|---|---|---|
| Title of the educational unit  | European Business Plan 2   |   |   |              |               |  |   |   |   |
| Module code  | IBVB14EBP2   |   |   |              |               |  |   |   |   |
| Year of study  | 3  |   |   |              |               |  |   |   |   |
| Period   | 2 and 4  |   |   |              |               |  |   |   |   |
| Year   | 2015-2016  |   |   |              |               |  |   |   |   |
| Study load   | 4 EC = 112 hours   |   |   |              |               |  |   |   |   |
| Learning Outcomes / Competencies   | <p>Students should be able to:</p> <ul style="list-style-type: none"> <li>Analyse the commercial situation in different European countries, including the implications of EU directives on the business community;</li> <li>Use creative thinking to generate options for the organisation;</li> <li>Relate and apply the various subjects of this block of the minor European Business to a real-life case/assignment;</li> <li>Recommend a solution for the organisation;</li> <li>Evaluate the appropriateness of the suggested solution.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P3.2, P4.1, P7.2, G1.2, G2.2, G4.2, G5.2</p> |   |   |              |               |  |   |   |   |
| Target group / Position within the curriculum  | <p>Regular module for Exchange students and foreign students enrolled at IBS and staying in the Netherlands for their Study Abroad.</p> <p>Optional for exchange students and students from other schools at HG (as part of their minor European Business).</p>  |   |   |              |               |  |   |   |   |
| Prerequisites  | None   |   |   |              |               |  |   |   |   |
| Level  | Main Phase Bachelor – level 2 (according to NP-IBMS)   |   |   |              |               |  |   |   |   |
| Course contents  | The aim of the module is to have students develop an understanding of the different commercial situations in European countries. During the module they will learn (self-study) to assess the opportunities and risks in different environments. At the end, students will be able to evaluate the consequences of their recommendation.   |   |   |              |               |  |   |   |   |
| Didactical form  | Case study/ project, supported by seminars and projectgroup-meetings.  |   |   |              |               |  |   |   |   |
| Assessment   | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>Assignment (Group report &amp; presentation)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>IBVB14EBP2C</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>4</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>5.5</li> </ul> </td> </tr> </tbody> </table>  | Assessment method(s)                                | Progress code(s)                                      | Number of EC | Minimum grade | <ul style="list-style-type: none"> <li>Assignment (Group report &amp; presentation)</li> </ul> | <ul style="list-style-type: none"> <li>IBVB14EBP2C</li> </ul> | <ul style="list-style-type: none"> <li>4</li> </ul> | <ul style="list-style-type: none"> <li>5.5</li> </ul> |
| Assessment method(s)   | Progress code(s)   | Number of EC  | Minimum grade   |              |               |  |   |   |   |
| <ul style="list-style-type: none"> <li>Assignment (Group report &amp; presentation)</li> </ul> | <ul style="list-style-type: none"> <li>IBVB14EBP2C</li> </ul>  | <ul style="list-style-type: none"> <li>4</li> </ul> | <ul style="list-style-type: none"> <li>5.5</li> </ul> |              |               |  |   |   |   |
| Name of lecturer(s)/coach(es)  | Mark Oenema, Wim Speulman  |   |   |              |               |  |   |   |   |
| Costs  | €30  |   |   |              |               |  |   |   |   |
| Literature   | Project description & Case/Assignment on Blackboard  |   |   |              |               |  |   |   |   |
| Language of instruction  | English  |   |   |              |               |  |   |   |   |
|  |  |   |   |              |               |  |   |   |   |

## EIB1 Ethics in Business

| Field Name                                    | Description  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
|---|--|----------------------|------------------|--------------|------------------|-------------------------|---------------|-----|--------|------------------------|---------------|-----|--------|
| Title of the educational unit                 | Ethics in Business 1   |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Module code                                   | IBVB13EIB1   |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Year of study                                 | 2  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Period  | 1, 2, 3 and 4  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Year  | 2015-2016  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Learning Outcomes / Competencies              | <p>Students are able to:</p> <ul style="list-style-type: none"> <li>• define and understand, in basic terms, ethical foundations;</li> <li>• identify (current) issues in business ethics;</li> <li>• appreciate the opportunities of ethical behaviour in the workplace;</li> <li>• appreciate the opportunities of ethical leadership &amp; ethics management;</li> <li>• use critical thinking to map &amp; argue ethical statements.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G2.2, G3.2, G7.2</p> |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Target group / Position within the curriculum | Compulsory module for all IBMS students, incl. BW students<br>Optional for exchange students   |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Prerequisites                                 |  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Level   | Main Phase Bachelor: year 2  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Course contents                               | <ul style="list-style-type: none"> <li>• Introduction to Ethics</li> <li>• Introduction to Ethical principles &amp; conditions</li> <li>• Ethics in Business; Workplace issues &amp; Challenges</li> <li>• Introduction to Critical Thinking, argument mapping &amp; debating</li> </ul>   |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Didactical form/ type of course               | Seminars   |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Assignment 1 (indiv.)</td> <td>• IBVB13EIB1C</td> <td>• 1</td> <td>• Pass</td> </tr> <tr> <td>• Assignment 2 (group)</td> <td>• IBVB13EIB1D</td> <td>• 1</td> <td>• Pass</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Assignment 1 (indiv.) | • IBVB13EIB1C | • 1 | • Pass | • Assignment 2 (group) | • IBVB13EIB1D | • 1 | • Pass |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                         |               |     |        |                        |               |     |        |
| • Assignment 1 (indiv.)                       | • IBVB13EIB1C  | • 1                  | • Pass           |              |                  |                         |               |     |        |                        |               |     |        |
| • Assignment 2 (group)                        | • IBVB13EIB1D  | • 1                  | • Pass           |              |                  |                         |               |     |        |                        |               |     |        |
| Name of lecturer(s)/coach(es)                 | Mariaelena Murphy/ Egbert Dommerholt/ Eric Voerman/ Monica Blaga /Sanne Bosma  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Estimated costs                               | €3   |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Literature                                    | Reader 994 Ethics (in Business)  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Language of instruction                       | English  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |
| Details/peculiarities                         | Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class, (s)he is required to contact the teacher, preferably prior to the first class but no later than the day of the first class, so that the teacher can assign you to a group. If a student contacts the teacher after the first day (s)he will no longer be able to take part in the group work.  |                      |                  |              |                  |                         |               |     |        |                        |               |     |        |

## ENT1 Entrepreneurship 1

| Field Name                                    | Description  |   |   |  |
|---|--|---|---|--|
| Title of the educational unit                 | Entrepreneurship 1   |   |   |  |
| Module code                                   | IBVB14ENT1C  |   |   |  |
| Year of study                                 | 4  |   |   |  |
| Period  | 1 or 3   |   |   |  |
| Year  | 2015-2016  |   |   |  |
| Study load                                    | 3 EC = 84 hours  |   |   |  |
| Learning Outcomes / Competencies              | <p>The learning outcomes are covered over two periods (during ENT1 &amp; ENT2):</p> <ul style="list-style-type: none"> <li>• Identifying and analyze the components of entrepreneurship;</li> <li>• Use creative thinking to transform an idea into a scalable business model;</li> <li>• Use research methods to develop a validated business model;</li> <li>• Conduct an external/internal analysis leading to a SWOT;</li> <li>• Develop a prototype to demonstrate the business model;</li> <li>• Develop a business strategy to create a sustainable competitive advantage;</li> <li>• Developing a long-term investment strategy;</li> <li>• Presenting the business in a pitch</li> </ul> <p>IBMS Competencies;<br/>P3.3, P5.3, G2.3, G5.3</p> |   |   |  |
| Target group / Position within the curriculum | Required module for IBMS students, specialization International Management.  |   |   |  |
| Prerequisites                                 | This is an advanced level course, with due emphasis on integration and synthesizing skills   |   |   |  |
| Level   | Main Phase Bachelor: year 4  |   |   |  |
| Course contents                               | <p>The course content is divided over two periods (during ENT1 and ENT2)</p> <p>Contact moments ENT1</p> <ul style="list-style-type: none"> <li>• You as an entrepreneur part 1 (workshop 2 hrs)</li> <li>• Ideation (workshop 2 hrs.)</li> <li>• Prototyping (workshop 2 hrs.)</li> <li>• Customer Discovery (workshop 2 hrs.)</li> <li>• Pitching (workshop 2 hrs)</li> </ul> <p>Coach session in week 3,4,5 (15 min. per group)</p>   |   |   |  |
| Didactical form                               | <p>Project with groups of 3-5 students</p> <p>Workshops and coaching sessions</p> <p>Guest lectures and company visits</p> <p>presentations</p>  |   |   |  |
| Assessment                                    | <p>Assessment method(s)</p> <ul style="list-style-type: none"> <li>• Assignment (Group portfolio, Group presentation, individual component)</li> </ul>   | <p>Osiris code(s)</p> <ul style="list-style-type: none"> <li>• IBVB14ENT1C</li> </ul> | <p>Number of EC</p> <ul style="list-style-type: none"> <li>• 3</li> </ul> | <p>Minimum grade</p> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Niek Huizenga  |   |   |  |
| Costs   | € 100,- (for ENT1 and ENT2 combined)   |   |   |  |

|                         |   |
|-------------------------|---|
| Literature              | <p>Mandatory (can be purchased as a group)<br/> <i>A handbook for Visionaries, Game Changers, and Challengers</i>, Osterwalder, A., Wiley 2010, ISBN: 0470876414</p> <p>Optional<br/> <i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company</i>, Blank, S., and Dorf, B. K&amp;S Ranch 2012 ISBN: 0984999302</p> <p>During the course several articles and other materials will be shared.<br/> Entrepreneurship, Ideation, Prototyping and Pitching</p> |
| Language of instruction | English   |
| Details/peculiarities   | <p>The ENT<sub>1</sub> and ENT<sub>2</sub> modules belong together. ENT<sub>2</sub> has a prerequisite completion of ENT<sub>1</sub> (with or without passing the assessments).</p> <p>Both ENT<sub>1</sub> and ENT<sub>2</sub> courses require active participation from students – presence, collaboration and engagement are essential for successful completion of both courses. Therefore attendance is compulsory including weekly assignments or presentations.</p>            |

## ENT2 Entrepreneurship 2

| Field Name                                    | Description   |   |   |   |  |
|---|---|---|---|---|--|
| Title of the educational unit                 | Sustainability, Entrepreneurship and Leadership 2   |   |   |   |  |
| Module code                                   | IBVB14ENT2C   |   |   |   |  |
| Year of study                                 | 4   |   |   |   |  |
| Period  | 2 or 4  |   |   |   |  |
| Year  | 2015-2016   |   |   |   |  |
| Study load                                    | 3 EC = 140 hours  |   |   |   |  |
| Learning Outcomes / Competencies              | <p>The learning outcomes are covered over two periods (during ENT1 &amp; ENT2):<br/>Competencies from the IBMS Professional Profile (at level 3):</p> <ul style="list-style-type: none"> <li>• Identifying and analyze the components of entrepreneurship;</li> <li>• Use creative thinking to transform an idea into a scalable business model;</li> <li>• Use research methods to develop a validated business model;</li> <li>• Conduct an external/internal analysis leading to a SWOT;</li> <li>• Develop a prototype to demonstrate the business model;</li> <li>• Develop a business strategy to create a sustainable competitive advantage;</li> <li>• Developing a long-term investment strategy;</li> <li>• Presenting the business in a pitch</li> </ul> <p>P3.3, P5.3, G2.3, G5.3</p> |   |   |   |  |
| Target group / Position within the curriculum | Required module for IBMS students, specialization International Management.   |   |   |   |  |
| Prerequisites                                 | This is an advanced level course, with due emphasis on integration and synthesizing skills  |   |   |   |  |
| Level   | Main Phase Bachelor: Year 4   |   |   |   |  |
| Course contents                               | <p>The course content is divided over two periods (during SEL1 and SEL2)<br/>Seminars/workshops ENT2</p> <ul style="list-style-type: none"> <li>• You as an entrepreneur part 2 (workshop 2 hrs.)</li> <li>• Sustainable Competitive Advantage (workshop 2 hrs.)</li> <li>• Fundamentals of business investments (workshop 2 hrs.)</li> <li>• Investor Game (workshop 4 hrs.)</li> <li>• Investor plan (workshop 2 hrs.)</li> <li>• Pitching (workshop 2hrs.)</li> </ul> <p>Coach sessions in week 7, 11, 12 (15 min. per group)</p>  |   |   |   |  |
| Didactical form                               | <p>Project with groups of 3-5 students<br/>Workshops and coaching sessions<br/>Guest lectures and company visits<br/>Presentations</p>  |   |   |   |  |
| Assessment                                    | <p>Assessment method(s)</p> <ul style="list-style-type: none"> <li>• Assignment ( group report, group presentation, Individual essay)</li> </ul>  | <p>Osiris code(s)</p> <ul style="list-style-type: none"> <li>• IBVB14ENT2C</li> </ul> | <p>Number of EC</p> <ul style="list-style-type: none"> <li>• 3</li> </ul> | <p>Minimum grade(s)</p> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |  |
| Name of lecturer(s)/coach(es)                 | Niek Huizenga   |   |   |   |  |
| Costs   | € 100,- (for ENT1 and ENT2 combined)  |   |   |   |  |
| Literature                                    | <p>Mandatory (can be purchased as a group)<br/><i>A handbook for Visionaries, Game Changers, and Challengers</i>, Osterwalder.A, Wiley 2010, ISBN: 0470876414</p> <p>Optional<br/><i>The Step-By-Step Guide for Building a Great Company</i>, Blank. S and Dorf. B K&amp;S Ranch 2012 ISBN: 0984999302</p> <p>During the course several articles and other materials will be shared.<br/>Entrepreneurship, Ideation, Prototyping and Pitching</p>   |   |   |   |  |

|                         |  |
|-------------------------|--|
| Language of instruction | English  |
| Details/peculiarities   | <p>The ENT<sub>1</sub> and ENT<sub>2</sub> modules belong together. ENT<sub>2</sub> has a prerequisite completion of ENT<sub>1</sub> (with or without passing the assessments).</p> <p>Both ENT<sub>1</sub> and ENT<sub>2</sub> courses require active participation from students – presence, collaboration and engagement are essential for successful completion of both courses. Therefore attendance is compulsory including weekly assignments or presentations.</p> |

## ENX<sub>1</sub> English for Exchange Students

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------------------|---------------|-----|-------|
| Title of the educational unit                 | English and Report Writing for Exchange Students 1   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Module code                                   | IBVBo6ENX1   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Year of study                                 | 3  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Period  | 1 or 3   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Learning Outcomes / Competencies              | <p>Seven 3-hour sessions are scheduled to:</p> <ul style="list-style-type: none"> <li>• provide explanations of the basic English structures and tenses;</li> <li>• provide explanations of the basics of summary and report writing;</li> <li>• provide explanations of the basics of referencing to sources used;</li> <li>• understand and analyze written texts in the English language ;</li> <li>• practice error-analysis;</li> <li>• give feedback on students' written work.</li> </ul> <p>With the following aims:</p> <ul style="list-style-type: none"> <li>• the student knows the basics of English grammar and sentence structure and can implement these in his/her own writing;</li> <li>• the student can identify a text's key information and summarise a text in appropriate (Business) English;</li> <li>• the student knows the basic report sections, can draw up an outline, and formulate a thesis statement and research questions for a basic mini-report, using appropriate (business) vocabulary;</li> <li>• the student understands and can apply writing about numbers and figures in his/her own (report) writing;</li> <li>• the student knows he/she must always refer to source materials;</li> <li>• the student increases his/her(Business)English vocabulary.</li> </ul> <p>Competencies from the IBMS Professional Profile: P1.2, P2.2, G3.2</p> |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Target group / Position within the curriculum | Not for non-Dutch students enrolled at IBS and staying in the Netherlands at IBS for their Study Abroad : these students complete MEX <sub>1</sub> and CCR <sub>3</sub> instead Exchange students and students from other schools at the HG as part of the minor European Business   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Prerequisites                                 |  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Level   | Main Phase Bachelor  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Course contents                               | Students are trained in all aspects of English business language usage at intermediate to upper intermediate level. For details, see Blackboard.   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Didactical form                               | Seminars/Practical/Skills training   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVBo6ENX1A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Portfolio (individual)</td> <td>• IBVBo6ENX1C</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam | • IBVBo6ENX1A | • 2 | • 5.5 | • Portfolio (individual) | • IBVBo6ENX1C | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |                          |               |     |       |
| • Written exam                                | • IBVBo6ENX1A  | • 2                  | • 5.5            |              |                  |                |               |     |       |                          |               |     |       |
| • Portfolio (individual)                      | • IBVBo6ENX1C  | • 1                  | • 5.5            |              |                  |                |               |     |       |                          |               |     |       |
| Name of lecturer/coach                        | Jeltje van der Sluis   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Costs   | Recommended: syllabus & additional material can all be found on Blackboard.  |                      |                  |              |                  |                |               |     |       |                          |               |     |       |
| Literature                                    | <p>Oxford Practice Grammar intermediate level (with CD-Rom), Oxford University Press, ISBN 978 010 4309103 (recommended)</p> <p>Oxford Advanced Learner's Dictionary (incl. CD-Rom), ISBN 978 019 479 9027 (recommended)</p>   |                      |                  |              |                  |                |               |     |       |                          |               |     |       |

|                         |  |
|-------------------------|--|
| Language of instruction | English  |
| Details/peculiarities   | Classes are mandatory. If students attend less than 80% of classes, they will have to redo all the work for code IBVBo6ENX1C.<br>Portfolio: students submit a number of assignments to go into their individual portfolio (for details, see Bb). |

## ERS2 English Business Report Writing Skills 2

| Field Name                                    | Description  |                      |                  |              |                  |               |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|---------------|---------------|-----|-------|
| Title of the educational unit                 | English Business Report Writing Skills 2   |                      |                  |              |                  |               |               |     |       |
| Module code                                   | IBVB13ERS2   |                      |                  |              |                  |               |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |               |               |     |       |
| Period  | 1, 2, 3 and 4  |                      |                  |              |                  |               |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |               |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |               |               |     |       |
| Learning Outcomes / Competencies              | <p>On the completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• review fundamental principles of structuring persuasive business reports;</li> <li>• apply the critical and creative thinking skills necessary to plan a business report;</li> <li>• take all the necessary practical steps to analyse, criticise, adjust and revise reports as to their professionalism;</li> <li>• demonstrate clarity, conciseness, precision, and coherence when implementing the above.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G3.2, G4.2</p>  |                      |                  |              |                  |               |               |     |       |
| Target group / Position within the curriculum | Compulsory module for IBMS students and articulation students<br>Optional for exchange students  |                      |                  |              |                  |               |               |     |       |
| Prerequisites                                 |  |                      |                  |              |                  |               |               |     |       |
| Level   | Main Phase Bachelor: Year 2  |                      |                  |              |                  |               |               |     |       |
| Course contents                               | <p>This module provides a theoretical and practical framework within which students review and analyse all aspects of (persuasive) business research report, considering definition of the aim, selection of relevant ideas/material, structuring and outlining. Students will also review theoretical and practical points relevant to presenting business research reports professionally -- from executive summary to appendices.</p> <p>Students will be required to analyse, improve, correct and compose detailed outlines for various report topics, some related to cultural differences and ethics. Additionally they will be expected to (re)write sections of business research reports. Finally, they will be required to analyse faulty business reports, applying all knowledge gained throughout this module and convincingly present these critical analyses in class, making suggestions for practical improvement.</p> <p>The assessment will be based on an individual written assignment and a presentation/defence of group assignments in a week 6 or 7 oral report session.</p> |                      |                  |              |                  |               |               |     |       |
| Didactical form                               | <ul style="list-style-type: none"> <li>• Skills training</li> <li>• Seminars</li> </ul>  |                      |                  |              |                  |               |               |     |       |
| • Assessment                                  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Assignments</td> <td>• IBVB13ERS2C</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Assignments | • IBVB13ERS2C | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |               |               |     |       |
| • Assignments                                 | • IBVB13ERS2C  | • 3                  | • 5.5            |              |                  |               |               |     |       |
| • Name of lecturer(s)/coach(es)               | Ad van Bremen, Emily Lewis, Peter Postma, Timothy English  |                      |                  |              |                  |               |               |     |       |
| • Costs                                       |  |                      |                  |              |                  |               |               |     |       |
| • Literature                                  | ERS1: English Report Writing Skills, 2012; ISBN 978 178 016 2430<br>Workbook and hand outs   |                      |                  |              |                  |               |               |     |       |
| • Language of instruction                     | English  |                      |                  |              |                  |               |               |     |       |
| • Details/peculiarities                       | Active participation in the first 4 classes is mandatory in order to qualify for assessment. A maximum of one missed lesson may be compensated with a repair assignment. Please refer to Blackboard for details.   |                      |                  |              |                  |               |               |     |       |

## EUB<sub>1</sub> European Business Environment

| Field Name                                    | Description  |   |   |  |
|---|--|---|---|--|
| Title of the educational unit                 | European Business Environment 1  |   |   |  |
| Module code                                   | IBVB14EUB1   |   |   |  |
| Year of study                                 | 3  |   |   |  |
| Period  | 1 or 3   |   |   |  |
| Year  | 2015-2016  |   |   |  |
| Study load                                    | 3 EC = 84 hours  |   |   |  |
| Learning Outcomes / Competencies              | <p>Students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe and explain the EU institutions and policies;</li> <li>• Analyze the implications of EU directives on the business community;</li> <li>• Relate changes in the European Business Environment to European and non-European corporations.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P3.2, G2.2, G4.2, G5.2</p> |   |   |  |
| Target group / Position within the curriculum | <p>Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad</p> <p>Optional for exchange students and students from other schools at the HG (as part of the minor European Business)</p>   |   |   |  |
| Prerequisites                                 |  |   |   |  |
| Level   | Main Phase Bachelor  |   |   |  |
| Course contents                               | <ul style="list-style-type: none"> <li>• The EU-Treaty and EU-Institutions</li> <li>• Single European Market</li> <li>• European Economic and Monetary Union</li> <li>• EU Policies</li> <li>• The Future (Constitution, External Relations)</li> </ul>  |   |   |  |
| Didactical form                               | Seminars   |   |   |  |
| Assessment                                    | Assessment method(s)<br><ul style="list-style-type: none"> <li>• Assignment (individual+group)</li> </ul>  | Progress code(s)<br><ul style="list-style-type: none"> <li>• IBVB14EUB1C</li> </ul> | Number of EC<br><ul style="list-style-type: none"> <li>• 3</li> </ul> | Minimum grade<br><ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Dr. Arnd Mehrrens, Drs. Mark Oenema  |   |   |  |
| Costs   | €75  |   |   |  |
| Literature                                    | 'European Business Environment - Doing Business in the EU' ; Somers, F.; Noordhoff Publishers; ISBN 978-90-01-76891-1  |   |   |  |
| Language of instruction                       | English  |   |   |  |
|   |  |   |   |  |

## FAC2 Financial Accounting 2

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | Financial Accounting 2   |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVB12FAC2   |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                |               |     |       |
| Period  | 1 or 3   |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 5 EC = 140 hours   |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>This module aims at acquisition of basic knowledge on external financial reporting of an organization. The three basic financial statements (balance sheet, income statement and cash flow statement) will be discussed. Of course the techniques that are used in preparing these statements will be studied, but even more important are the conceptual frameworks (national, EU and IAS) that form the basis for being able to prepare and to understand these important statements.</p> <p>The use of 'conventional bookkeeping' will be minimized as much as possible.</p> <p>The managerial implications of the preparation and/or use of these financial statements will also be studied.</p> <p>Competencies from the IBMS Professional Profile:<br/>P8.2</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Finance Specialization.<br>Optional for exchange students, and students from other schools at the HG (taking the minor International Finance & Accounting)   |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |                      |                  |              |                  |                |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | Accounting Information and its use in Decision Making.<br>Measuring and Reporting Business Transactions and Business Profit.<br>Measuring and Reporting of Financial Position.<br>Basic Cash Flow Statement items.   |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Lectures/ Seminars   |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB12FAC2A</td> <td>• 5</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB12FAC2A | • 5 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVB12FAC2A  | • 5                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Mark Oenema, Henry Perdok  |                      |                  |              |                  |                |               |     |       |
| Costs   | € 66   |                      |                  |              |                  |                |               |     |       |
| Literature                                    | Financial Accounting Weygandt, J.J., Kimmel, P.D., Kieso, D.E. IFRS edition, 2 <sup>nd</sup> edition, July 2012; ISBN 978 111 828 5909.  |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         |  |                      |                  |              |                  |                |               |     |       |

## FIF1 Fundamental In Financial Management

| Field Name                                   | Description   |                |              |                  |
|--|---|----------------|--------------|------------------|
| Title of the educational unit                | Fundamental In Financial Management 1   |                |              |                  |
| Module code                                  | IBVB15FIF1  |                |              |                  |
| Year of study                                | 2   |                |              |                  |
| Period                                       | 1, 2, 3 and 4   |                |              |                  |
| Year   | 2015-2016   |                |              |                  |
| Study load                                   | 4 EC = 112 hours  |                |              |                  |
| Learning Outcomes/<br>Competencies           | <p>After completion of this course the student will have the basis required to apply the fundamentals of finance in decision making. In particular the student will be able to:</p> <ul style="list-style-type: none"> <li>• understand the role of the finance functions in an organization;</li> <li>• understand financial decisions are impacting total organization and performance;</li> <li>• understand that each role in an organization has to deal with finance directly or indirectly;</li> <li>• interpret financial statements and evaluate performance;</li> <li>• prepare financial forecasts for financial planning purposes;</li> <li>• apply the concept of time-value of money in finance;</li> <li>• evaluate investment opportunities and associated risks;</li> <li>• understand the concept of working capital.</li> </ul> <p>Competencies from the IBMS Professional Profile: P1.2, 3.2, 7.2</p> |                |              |                  |
| Target group/ Position within the curriculum | Regular module for students IBMS  |                |              |                  |
| Prerequisites                                | FAC1  |                |              |                  |
| Level  | Main Phase Bachelor: year 2   |                |              |                  |
| Course contents                              | <ul style="list-style-type: none"> <li>• introduction to managerial finance</li> <li>• interpreting financial statements, ratio analysis</li> <li>• cash flow and financial planning</li> <li>• the role of time-value of money in finance (present value, future value for single amounts, annuities, mixed streams)</li> <li>• capital budgeting; evaluating long term investment opportunities, relevant cash-flows &amp; evaluate associated risks</li> <li>• working capital management and short-term financing</li> </ul>  |                |              |                  |
| Didactical form                              | Lectures<br>Seminars  |                |              |                  |
| Assessment                                   | Assessment method(s)  | Osiris code(s) | Number of EC | Minimum grade(s) |
|  | • Written exam  | • IBVB15FIF1A  | • 4          | • 5.5            |
| Name of lecturer(s)/coach(es)                | Dan Diojdescu, Uno Sissingh   |                |              |                  |
| Costs  | € 70  |                |              |                  |
| Literature                                   | Principles of Managerial Finance. Gitman, L.J. & Zutter, C.J.; Pearson; 14 <sup>th</sup> edition, 2015; ISBN 13 978 1 292 018201  |                |              |                  |
| Language of instruction                      | English   |                |              |                  |
| Details/peculiarities                        | Formula overview page provided during exam<br>Compound- and/or Discount-Tables provided during exam   |                |              |                  |

## GCR<sub>1</sub> Governance, Compliance & Risk Management

| Field Name                                    | Description  |
|---|--|
| Title of the educational unit                 | Governance, Compliance & Risk Management   |
| Module code                                   | IBVB14GCR1   |
| Year of study                                 | 4  |
| Period  | 1 or 3   |
| Year  | 2015–2016  |
| Study load                                    | 4 EC = 112 hours   |
| Learning Outcomes / Competencies              | <p>After completion of this module, students:</p> <ul style="list-style-type: none"> <li>• recognize the significance of an efficient risk/crisis management in business organizations on an international scale</li> <li>• design strategies of risk/crisis identification, avoidance, mitigation, and transfer</li> <li>• depict the diversity of concepts of governance, and know how to utilize these in order to achieve good corporate governance</li> <li>• develop and give advice on compliance programs and training activities for international business organizations</li> <li>• argue the overriding significance of ethical considerations for GCR programs</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P3.3, G7.3</p>   |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development.<br>Optional for exchange students.  |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |
| Level   | 4 <sup>th</sup> year bachelor  |
| Course contents                               | <p>A Risk-Based Approach to Assess International Control over Financial Reporting<br/> The Role of Internal Audit<br/> US Stock Option Backdating Scandals<br/> Fraud and Corruption<br/> Corruption and Compliance<br/> IT Governance Overview<br/> Operational Risk Management in general<br/> The Use of Six Sigma in Operational Risk and Regulatory Compliance<br/> Operational Risk Management and Using Quantitative Methods<br/> Operational Risk Management in Financial Services<br/> The Impact of Environmental Regulation<br/> Environmental compliance in India<br/> Latin American Environmental Compliance<br/> Policy Developments in the United States Related to Chemicals and Electronic Waste<br/> Compliance in Freight Transportation and Logistics<br/> Industry Governance in the Pharmaceutical Industry<br/> Industry Governance in the Retail Industry<br/> Compliance in the Supply Chain<br/> Industry Governance in the Telecommunications Industry<br/> Financial Services Regulation and Corporate Governance<br/> Islamic Finance<br/> Corporate Governance: United States<br/> Sarbanes-Oxley Act</p> |

|                         |   |
|-------------------------|---|
| Literature              | <p>Required:<br/> <i>SAP GRC for Dummies</i>. Vu Broady, D., Roland, H.A., 2008, Wiley; ISBN 978-0470333174</p> <p>Recommended:<br/> <i>Managing for Organisational Integrity</i>. Paine. L. S., 1994, In: HBR, March-April, p. 105 - 117</p> <p><i>Governance, Risk, and Compliance Handbook: Technology, Finance, Environmental, and International Guidance and Best Practices</i> Tarantino, A., 2008, Wiley</p> |
| Language of instruction | English   |
| Details/peculiarities   | Students can resit this module by taking it again the next time it is offered or during the resit week for main phase exams before the summer holidays.   |

## GMS<sub>1</sub> General Management Simulation

| Field Name                                    | Description   |                |              |                  |
|---|---|----------------|--------------|------------------|
| Title of the educational unit                 | General Management Simulation   |                |              |                  |
| Module code                                   | IBVB14GMS1  |                |              |                  |
| Year of study                                 | 4   |                |              |                  |
| Period  | 2 or 4  |                |              |                  |
| Year  | 2015-2016   |                |              |                  |
| Study load                                    | 4 EC = 112 hours  |                |              |                  |
| Learning Outcomes / Competencies              | <p>Upon completion of this course, students are able to:</p> <ul style="list-style-type: none"> <li>• Understand what it takes to manage a company;</li> <li>• Perform team work on a management level;</li> <li>• Develop an international strategic vision;</li> <li>• Handle business processes and change management;</li> <li>• Manage international finance &amp; accounting issues;</li> <li>• Develop international human resource management;</li> <li>• Demonstrate leadership.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P3.3, P4.3, P6.3, P7.3, P8.3, P9.3, G1.3, G2.3, G3.3, G5.3, G7.3</p> |                |              |                  |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students   |                |              |                  |
| Prerequisites                                 | <p>IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.</p> <p>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.</p>   |                |              |                  |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                |              |                  |
| Course contents                               | <ul style="list-style-type: none"> <li>• Main activity is: business simulation game. The groups of students each manage their own business, being competitors of each other.</li> <li>• Companies mission, goals, strategies</li> <li>• Sales</li> <li>• Production</li> <li>• Human Resources</li> <li>• Research &amp; Development</li> <li>• Procurement/Inventory</li> <li>• Finance and Accounting</li> <li>• Share Price/Company Value</li> <li>• Macroeconomic aspects</li> </ul>  |                |              |                  |
| Didactical form                               | Project   |                |              |                  |
| Assessment                                    | Assessment method(s)  | Osiris code(s) | Number of EC | Minimum grade(s) |
|   | • Assignment (Group)  | • IBVB14GMS1C  | • 4          | • 5.5            |
| Name of lecturer(s)/coach(es)                 | Maurice Cox   |                |              |                  |
| Costs   |   |                |              |                  |
| Literature                                    | Will be announced on Blackboard   |                |              |                  |
| Language of instruction                       | English   |                |              |                  |
| Details/peculiarities                         | <p>In week 1 rules and regulations of the simulation will be explained and a trial round will be played. Missing this week implies giving competitors a head start, chances of catching up are negligible.</p> <p>The simulation is a “hands on experience”. Class attendance (at least 80%) is compulsory. If students miss more than one class they need to take the module again the next time the module is offered.</p>  |                |              |                  |

## HRM<sub>1</sub> Human Resource Management

| Field Name                                    | Description   |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
|---|---|----------------------|------------------|--------------|------------------|-------------------------------|--|-----|-------|------------------------|--|-----|-------|
| Title of the educational unit                 | Human Resource Management   |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Module code                                   | IBVB <sub>12</sub> HRM <sub>1</sub>   |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Year of study                                 | 4   |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Period  | 1 or 3  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Study load                                    | 5 EC = 140 hours  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Learning Outcomes / Competencies              | <p>Upon successful completion of the module, the student:</p> <ul style="list-style-type: none"> <li>• Describes and explains HRM strategies in relation to international corporate, organizational and/or institutional strategies;</li> <li>• Describes, explains and distinguishes HRM practices, tools &amp; instruments in relation to (international) HRM strategies. Students discuss and value the relation between (international) HRM strategies and HRM practices, tools &amp; instruments. Students do this in both international business context and in ethical context;</li> <li>• Identifies, gives examples and compares functions and responsibilities of a HRM department and/or HRM officer in international business context;</li> <li>• Independently analyzes, compares and discusses current HRM insights and theories in relation to HRM practices, tools and instruments in an actual international corporate or institutional HRM environment.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P3.3, P9.3, G3.3, G4.3</p> |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Management Specialization<br>Optional for exchange students, and students from other schools at the HG (taking the minor International Management)  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Course contents                               | <p>The people factor plays an increasingly decisive role in today's international (business) competitive environment. The availability, employability, motivation, and vitality of employees affect the firm's productivity, innovative powers, customer services, competitive advantage, reputation and survival.</p> <p>The emphasis in this module will be on understanding the interrelatedness of (HR) strategies with corporate and competitive strategies, implementation and adequate use of the HRM tools &amp; instruments, as well as on the responsibilities of the HRM actors in global business, and in social responsible contexts.</p>  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Didactical form                               | Seminars<br>(Guest) Lecture(s)<br>Coaching  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (MC questions)</td> <td>• IBVB<sub>12</sub>HRM<sub>1A</sub></td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Report (see details)</td> <td>• IBVB<sub>12</sub>HRM<sub>1C</sub></td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam (MC questions) | • IBVB <sub>12</sub> HRM <sub>1A</sub> | • 2 | • 5.5 | • Report (see details) | • IBVB <sub>12</sub> HRM <sub>1C</sub> | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                               |  |     |       |                        |  |     |       |
| • Written exam (MC questions)                 | • IBVB <sub>12</sub> HRM <sub>1A</sub>  | • 2                  | • 5.5            |              |                  |                               |  |     |       |                        |  |     |       |
| • Report (see details)                        | • IBVB <sub>12</sub> HRM <sub>1C</sub>  | • 3                  | • 5.5            |              |                  |                               |  |     |       |                        |  |     |       |
| Name of lecturer(s)/coach(es)                 | Lucie Rugers, Monica Blaga  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |
| Costs   | € 82,-  |                      |                  |              |                  |                               |  |     |       |                        |  |     |       |

|                         |  |
|-------------------------|--|
| Literature              | <p>Core textbook:<br/> <i>Human Resource Management</i> Dessler, G.; Boston Pearson, 14<sup>th</sup> edition, 2015; ISBN 13: 978 129 2018430/ 10: 129201 4837 (GLOBAL edition!)</p> <p>Recommended reading:<br/> <i>International Human Resource Management: policies and practices for multinational enterprises</i> Briscoe, D.R., Schuler, R.S., Tarique, I. London: Routledge; 4<sup>th</sup> edition, 2012; ISBN 978 041 588 4761</p> |
| Language of instruction | English  |
| Details/peculiarities   | For IBVB12HRM1C: For regular IBMS students the report is individual, based on research with a company that is contacted by the student him/herself. Exchange students can have difficulty getting access to local companies, or institutions; exchange students – when failing finding a company – need to consult the lecturer no later than week 3.  |

## IAC<sub>1</sub> International Accounting

| Field Name                                    | Description  |  |  |  |
|---|--|--|--|--|
| Title of the educational unit                 | International Accounting 1   |  |  |  |
| Module code                                   | IBVB <sub>13</sub> IAC <sub>1</sub>  |  |  |  |
| Year of study                                 | 4  |  |  |  |
| Period  | 2 or 4   |  |  |  |
| Year  | 2015–2016  |  |  |  |
| Study load                                    | 5 EC = 140 hours   |  |  |  |
| Learning Outcomes / Competencies              | <p>This module is aimed at creating a thorough understanding of how to use and interpret external financial reports in an international context. The preparation of a balance sheet and/or an income statement (and the techniques needed) is not the main focus; instead the user-approach is used. The roles of financial reports in a context of international trade and/or in the context of setting up a subsidiary in another country are the main focus.</p> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P2.3, P8.3</p> |  |  |  |
| Target group / Position within the curriculum | <p>Compulsory for IBMS Finance Specialization<br/>Optional for exchange students, and students from other schools at the HG (taking the minor International Finance &amp; Accounting)</p>  |  |  |  |
| Prerequisites                                 | <p>IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br/>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.</p>   |  |  |  |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required).   |  |  |  |
| Course contents                               | <ul style="list-style-type: none"> <li>• Financial Reporting in the global Arena</li> <li>• Harmonizing Financial Reporting Standards</li> <li>• Accounting for Currency-exchange-rate Changes</li> <li>• Using Corporate Financial Reports across Borders</li> <li>• Financial Reporting in Emerging Capital Markets</li> <li>• Managerial Issues in International Accounting</li> </ul>  |  |  |  |
| Didactical form                               | Lectures/seminars  |  |  |  |
| Assessment                                    | <p>Assessment method(s)</p> <ul style="list-style-type: none"> <li>• Assignment 1 (group presentations)</li> <li>• Assignment 2 (Professional product)</li> </ul>  | <p>Osiris code(s)</p> <ul style="list-style-type: none"> <li>• IBVB<sub>13</sub>IAC<sub>1</sub>C</li> <li>• IBVB<sub>13</sub>IAC<sub>1</sub>D</li> </ul> | <p>Number of EC</p> <ul style="list-style-type: none"> <li>• 2</li> <li>• 3</li> </ul> | <p>Minimum grade(s)</p> <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Mark Oenema  |  |  |  |
| Costs   | € 85   |  |  |  |
| Literature                                    | International Accounting – A User Perspective. Shahrokh, M. Saudagaran & Smith, M.L.; Wolters Kluwer/CCH; 4 <sup>th</sup> edition, 2013; ISBN 9780 8080 36876  |  |  |  |
| Language of instruction                       | English  |  |  |  |

|                       |  |
|-----------------------|--|
| Details/peculiarities | <ol style="list-style-type: none"> <li>1) Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so he/she can assign him to a group. If he contacts the teacher after the first day of class, he can no longer take part in the group work.</li> <li>2) Due to the nature of this module, students can only resit the C-grade by taking the module again the next time it is offered. The C-grade is based on attendance and therefore needs class-participation. Resitting the D-grade can only be done outside the normal course-schedule if more than 1 student needs/wants to resit that part of the module; these students then need to contact (one of) the lecturer(s) in order to form a group and to schedule the required activities.</li> <li>3) Assignment 1: group presentations and class participation<br/>Assignment 2: professional product (group assignment)</li> </ol> |
|-----------------------|--|

## IBC1 International Business Cultures

| Field Name  | Description  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
|---|--|----------------------|------------------|--------------|---------------|--------------------------------------|---------------|-----|-------|--|---------------|-----|-------|
| Title of the educational unit                                 | International Business Cultures 1  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Module code   | IBVB14IBC1   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Year of study   | 3  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Period  | 2 or 4   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Year  | 2015-2016  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Study load  | 3 EC = 84 hours  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Learning Outcomes / Competencies<br>Successful students will: | <p>The student:</p> <ul style="list-style-type: none"> <li>• is aware of the historical, geographical and cultural aspects determining different business cultures in various countries/regions;</li> <li>• understands and appreciates different national and regional business cultures and understands the consequences of doing business in various different countries and regions;</li> <li>• understands the impact of different business cultures on matters as distribution, value chains, terms and conditions, finance and other business.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P2.2, G4.2 , G7.2</p>   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Target group / Position within the curriculum                 | <p>Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands for their Study Abroad.</p> <p>Optional for exchange students and students from other schools at the HG (as part of the minor European Business).</p>  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Prerequisites   | none   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Level   | Main Phase Bachelor  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Course contents   | <p>The International Business Cultures course focuses on opportunities and challenges created by globalization, and examines cross-cultural and management issues related to business and culture in an international marketplace. While this is pretty much an idea-based course, the overall aim is to enable students to better analyze and understand the challenges and opportunities that companies face when expanding their activities internationally. To be assessed in a 2 EC graded paper on cultural distances and a 1 EC group presentation.</p>   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Didactical form   | <p>The course is comprised of two segments. In the first three weeks, firstly, strong emphasis is placed upon understanding and analyzing the historical and philosophical roots of capitalism, and the dominant economic schools derived from capitalism. In weeks three and four, secondly, the dominant economic ideas and their cultural and social implications are explored and discussed (how do each of these schools for instance: look at the economy itself; deal with individuals; perceive the world).</p> <p>The second segment, week six through eight, aims to explore the question how companies navigate through such international political and business environments, enabling students to apply the studied theory by measuring cultural and economic distances through the CAGE model and others.</p> |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td>• Assignment 1<br/>(individual paper)</td> <td>• IBVB14IBC1C</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment 2<br/>(group presentation)</td> <td>• IBVB14IBC1D</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade | • Assignment 1<br>(individual paper) | • IBVB14IBC1C | • 2 | • 5.5 | • Assignment 2<br>(group presentation) | • IBVB14IBC1D | • 1 | • 5.5 |
| Assessment method(s)  | Progress code(s)   | Number of EC         | Minimum grade    |              |               |                                      |               |     |       |  |               |     |       |
| • Assignment 1<br>(individual paper)                          | • IBVB14IBC1C  | • 2                  | • 5.5            |              |               |                                      |               |     |       |  |               |     |       |
| • Assignment 2<br>(group presentation)                        | • IBVB14IBC1D  | • 1                  | • 5.5            |              |               |                                      |               |     |       |  |               |     |       |
| Name of lecturer/coach  | Peter Postma (course-coordinator) et al.   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Costs   |  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Literature  | All texts will be provided on Black Board.   |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Language of instruction                                       | English  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |
| Details/peculiarities   | Attendance is compulsory.  |                      |                  |              |               |                                      |               |     |       |  |               |     |       |

## ICB2 Intercultural Competence in Business 2

| Field Name                                    | Description  |  |  |  |
|---|--|--|--|--|
| Title of the educational unit                 | Intercultural Competences in Business 2  |  |  |  |
| Module code                                   | IBVB13ICB2   |  |  |  |
| Year of study                                 | 2  |  |  |  |
| Period  | 1, 2, 3 and 4  |  |  |  |
| Year  | 2015-2016  |  |  |  |
| Study load                                    | 4 EC = 112 hours   |  |  |  |
| Learning Outcomes / Competencies              | <p>The student is able to understand and describe factors, norms and values of national culture that affect organizational structures and business models within different international business contexts to be demonstrated in an open-question exam.</p> <p>The student is able to apply theoretical frameworks of culture and organizational culture in a case-study analysis in a written group assignment.</p> <p>Competencies from the IBMS Professional Profile:<br/>P2.2, P4.2, G2.2, G3.2, G6.2, G7.2</p>  |  |  |  |
| Target group / Position within the curriculum | Required module for IBMS students  |  |  |  |
| Prerequisites                                 | None   |  |  |  |
| Level   | Main Phase Bachelor: Year 2  |  |  |  |
| Course contents                               | <p>The objective of this course is to continue the learning journey towards intercultural competence (in business, with an emphasis on exploring the wider cultural environment in which businesses operate and global citizenship in year two). Special attention is given to understanding (<i>recognition</i>) of national culture and its effect on organizational culture and business models, and the insight that behaviour and performance of firms and managers is embedded in their cultural and institutional environment. The course also focuses on how to deal effectively and appropriately with cultural differences in business contexts through case studies and cultural scenarios, and thereby aims to come to the core of intercultural competence (<i>reconciliation and realization</i>). To be assessed in a 2 EC graded open-question scenario exam and a 2 EC group assignment with an individual component.</p> |  |  |  |
| Didactical form                               | <p>The course begins with an introductory of 2-hour mass lecture in which students are re-introduced to the ICB trajectory. From there weekly 2-hour lectures (week 2-4, 6-8) focus on <i>recognition</i> of national cultural differences and their effect on international organizations and business models. The weekly 2-hour workshops (weeks 1-4, 6-7) aim to exemplify the theory in in-class cultural business case studies, dilemmas and scenarios (<i>respect and reconciliation</i>), to be applied in a written group report (<i>realization</i>).</p>   |  |  |  |
| Assessment                                    | <p>Assessment method(s)</p> <ul style="list-style-type: none"> <li>• Written exam (open question exam week 9)</li> <li>• Assignment (group report with individual component, deadline week 7)</li> </ul>   | <p>Osiris code(s)</p> <ul style="list-style-type: none"> <li>• IBVB15ICB2A</li> <li>• IBVB15ICB2C</li> </ul> | <p>Number of EC</p> <ul style="list-style-type: none"> <li>• 2</li> <li>• 2</li> </ul> | <p>Minimum grade(s)</p> <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Peter Postma(course-coordinator) et al.  |  |  |  |
| Costs   |  |  |  |  |
| Literature                                    | <p><i>International dimensions of organizational behavior</i>. Adler, N. &amp; Gundersen, A. 5<sup>th</sup> edition 2008. OH: Southwestern. ISBN: 978 032 436 0752</p> <p><i>Intercultural skills for international business and international relations; A practical introduction with exercises</i>. Verluyten, P.S. 2010. Leuven/Den Haag: Acco. ISBN: 978 903 348 0539</p>   |  |  |  |
| Language of instruction                       | English  |  |  |  |
| Details/peculiarities                         |  |  |  |  |

## IEM1 Introduction to Export Management

| Field Name                                    | Description  |                      |                  |              |               |                |               |     |       |
|---|--|----------------------|------------------|--------------|---------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | Introduction to Export Management 1  |                      |                  |              |               |                |               |     |       |
| Module code                                   | IBVB15IEM1   |                      |                  |              |               |                |               |     |       |
| Year of study                                 | 3  |                      |                  |              |               |                |               |     |       |
| Period  | 1 or 3   |                      |                  |              |               |                |               |     |       |
| Year  | 2015-2016  |                      |                  |              |               |                |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |               |                |               |     |       |
| Learning Outcomes / Competencies              | <p>Successful students will:</p> <ul style="list-style-type: none"> <li>• become aware of what the European single market really looks like;</li> <li>• become aware of what it takes to operate in (a cluster of) countries separated by much more than language;</li> <li>• acquire sufficient knowledge of all important business-related aspects in order to be able to function adequately in the European environment.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P2.2, G4.2, G7.2</p> |                      |                  |              |               |                |               |     |       |
| Target group / Position within the curriculum | <p>Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad</p> <p>Optional for exchange students and students from other schools at the HG (as part of the minor European Business)</p>   |                      |                  |              |               |                |               |     |       |
| Prerequisites                                 |  |                      |                  |              |               |                |               |     |       |
| Level   | Main Phase Bachelor  |                      |                  |              |               |                |               |     |       |
| Course contents                               | When you want to do business in a particular European country or region, there are a number of factors that you need to be aware of: local history, politics, topography, market and production potential, business behaviour and socio-economic aspects. This module provides students with information on and insight into the above mentioned topics in relation to various European regions or countries.  |                      |                  |              |               |                |               |     |       |
| Didactical form                               | Seminars   |                      |                  |              |               |                |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB15IEM1A</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade | • Written exam | • IBVB15IEM1A | • 3 | • 5.5 |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade    |              |               |                |               |     |       |
| • Written exam                                | • IBVB15IEM1A  | • 3                  | • 5.5            |              |               |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Wim Speulman   |                      |                  |              |               |                |               |     |       |
| Costs   | €25  |                      |                  |              |               |                |               |     |       |
| Literature                                    | Hand outs  |                      |                  |              |               |                |               |     |       |
| Language of instruction                       | English  |                      |                  |              |               |                |               |     |       |
|   |  |                      |                  |              |               |                |               |     |       |

## IES<sub>1</sub> International Entrepreneurship

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------|---------------|-----|-------|
| Title of the educational unit                 | International Entrepreneurship 1  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Module code                                   | IBVB14IES1  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year of study                                 | 3   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Period  | 2 or 4  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• Understand and explain the concepts of innovation and entrepreneurship and the interrelationships between these concepts.</li> <li>• Understand and explain why innovation is such a difficult process.</li> <li>• Awareness and understanding of the impact of innovations and innovative entrepreneurship on the (European business) community at large.</li> <li>• List a number of criteria to determine the success of an innovation and determine which ones are most relevant in a specific context.</li> <li>• Understand and explain the different stages in innovation management and the factors influencing these stages.</li> <li>• Finding, understanding, analyzing the various sources of innovation.</li> </ul> <p>Competencies from the IBMS Professional Profile (at level 2):<br/>P1.1, P4.2, P5.2</p> |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Target group / Position within the curriculum | Compulsory module for third year exchange students  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Prerequisites                                 | None  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Level   | Main Phase Bachelor: Year 3   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Course contents                               | <ul style="list-style-type: none"> <li>• Entrepreneurial goals and context</li> <li>• Recognizing the opportunity</li> <li>• Finding the resources</li> </ul>   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Didactical form                               | lectures  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB14IES1A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment</td> <td>• IBVB14IES1C</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam | • IBVB14IES1A | • 2 | • 5.5 | • Assignment | • IBVB14IES1C | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |              |               |     |       |
| • Written exam                                | • IBVB14IES1A   | • 2                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| • Assignment                                  | • IBVB14IES1C   | • 1                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| Name of lecturer/coach                        | Hanna van der Stok, Egbert Dommerholt   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Costs   | Approximately €60   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Literature                                    | Innovation and Entrepreneurship 2 <sup>nd</sup> or 3 <sup>rd</sup> edition (2016) Bessant, J. and Tidd, J. ISBN 9781118993095   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Details/peculiarities                         | Students need to be present the first week of classes due to group formation, switching classes is not possible.  |                      |                  |              |                  |                |               |     |       |              |               |     |       |

## IFA1 International Financial Accounting

| Field Name                                    | Description   |                      |                  |              |                  |                      |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------------|---------------|-----|-------|
| Title of the educational unit                 | International Financial Accounting  |                      |                  |              |                  |                      |               |     |       |
| Module code                                   | IBVB14IFA1  |                      |                  |              |                  |                      |               |     |       |
| Year of study                                 | 4   |                      |                  |              |                  |                      |               |     |       |
| Period  | 1 or 3  |                      |                  |              |                  |                      |               |     |       |
| Year  | 2015–2016   |                      |                  |              |                  |                      |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |                      |               |     |       |
| Learning Outcomes / Competencies              | <p>Upon completion of this course, students:</p> <ul style="list-style-type: none"> <li>• Create international business awareness in accounting issues</li> <li>• Develop intercultural competence in accounting issues</li> <li>• Develop international strategic vision in accounting issues</li> <li>• Master various international finance &amp; accounting issues</li> <li>• Demonstrate co-operation and business communication</li> <li>• Raise ethical and corporate responsibility issues</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P2.3, P3.3, P4.3, P8.3, G2.3, G3.3, &amp; G 7.3</p>   |                      |                  |              |                  |                      |               |     |       |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students, and students from other schools at the HG  |                      |                  |              |                  |                      |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                      |                  |              |                  |                      |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                      |                  |              |                  |                      |               |     |       |
| Course contents                               | <p>This module is aimed at creating a introductory understanding of how to use and interpret external financial reports in an international context. The preparation of a balance sheet and/or an income statement (and the techniques needed) is not the main focus; instead the user-approach is used. The roles of financial reports in a context of international trade and/or in the context of setting up a subsidiary in another country are the main focus.</p> <p>Main topics:</p> <ul style="list-style-type: none"> <li>• Financial Reporting in the global Arena</li> <li>• Harmonizing Financial Reporting Standards</li> <li>• Accounting for Currency-exchange-rate Changes</li> <li>• Using Corporate Financial Reports across Borders</li> <li>• Financial Reporting in Emerging Capital Markets</li> <li>• Managerial Issues in International Accounting</li> <li>• Introduction to IFRS</li> <li>• Valuation principles of IFRS</li> </ul> |                      |                  |              |                  |                      |               |     |       |
| Didactical form                               | <ul style="list-style-type: none"> <li>• Lectures</li> <li>• Seminars</li> </ul>  |                      |                  |              |                  |                      |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Assignment (Group)</td> <td>• IBVB14IFA1C</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Assignment (Group) | • IBVB14IFA1C | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                      |               |     |       |
| • Assignment (Group)                          | • IBVB14IFA1C   | • 3                  | • 5.5            |              |                  |                      |               |     |       |
| Name of lecturer(s)/coach(es)                 | Maurice Cox   |                      |                  |              |                  |                      |               |     |       |
| Costs   | € 85  |                      |                  |              |                  |                      |               |     |       |
| Literature                                    | 'International Accounting – A User Perspective'; S.M. Saudagaran; Wolters Kluwer/CCH; 4 <sup>th</sup> edition, ISBN: 978-0-8080-3687-6.   |                      |                  |              |                  |                      |               |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                      |               |     |       |

|                       |  |
|-----------------------|--|
| Details/peculiarities | <p>4) Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so he/she can assign him to a group. If he contacts the teacher after the first day of class, he can no longer take part in the course.</p> <p>5) Due to the nature of this module, students can only resit it by taking the module again the next time it is offered.</p> |
|-----------------------|--|

## IFI1 International Financial Management

| Field Name  | Description  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|---|---------------|-----|-------|
| Title of the educational unit                           | International Financial Management 1   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Module code   | IBVBo8IFI1   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Year of study   | 4  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Period  | 2 or 4   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Study load  | 5 EC = 140 hours   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Learning Outcomes / Competencies                        | <p>This course will provide students with an understanding of the international economic and financial environment and its unique challenges to the Multinational Enterprise. In particular it will enable students to understand the theory and practice of foreign currency and interest rate risk management, international financing and investment decisions, international trade finance and international cash management.</p> <p>Competencies from the IBMS Professional Profile:<br/>P3.3, P8.3</p> |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Target group / Position within the curriculum           | Compulsory for IBMS Finance Specialization.<br>Optional for exchange students, and students from other schools at the HG (taking the minor International Finance & Accounting)   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Prerequisites   | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.<br>COF1 or equivalent recommended.  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Course contents   | <ol style="list-style-type: none"> <li>(1) International financial markets</li> <li>(2) International exchange risk management</li> <li>(3) Financing international operations and management of interest rate risk</li> <li>(4) International investment analysis</li> <li>(5) International Trade Finance and Cash Management</li> </ol>   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Didactical form   | Lectures/Seminars  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVBo8IFI1A</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Report (Group Assignment: see Blackboard for details)</td> <td>• IBVBo8IFI1C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVBo8IFI1A | • 3 | • 5.5 | • Report (Group Assignment: see Blackboard for details) | • IBVBo8IFI1C | • 2 | • 5.5 |
| Assessment method(s)                                    | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |   |               |     |       |
| • Written exam  | • IBVBo8IFI1A  | • 3                  | • 5.5            |              |                  |                |               |     |       |   |               |     |       |
| • Report (Group Assignment: see Blackboard for details) | • IBVBo8IFI1C  | • 2                  | • 5.5            |              |                  |                |               |     |       |   |               |     |       |
| Name of lecturer(s)/coach(es)                           | Eric Nijsten, Henk Jager, Roy Rus  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Costs   | € 87   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Literature  | <i>Fundamentals of Multinational Finance</i> . Moffett, M.H., Stonehill, A.I. and Eiteman, D.K.; Addison-Wesley/Pearson Education, 4 <sup>th</sup> edition, 2011; ISBN 978 013 282 9915.   |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Language of instruction                                 | English  |                      |                  |              |                  |                |               |     |       |   |               |     |       |
| Details/peculiarities                                   | Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so he can assign him to a group. If he contacts the teacher after the first day of class, he can no longer take part in the group work.  |                      |                  |              |                  |                |               |     |       |   |               |     |       |

## IMC<sub>1</sub> Integrated Marketing Communication

| Field Name                                    | Description  |  |  |  |
|---|--|--|--|--|
| Title of the educational unit                 | Integrated Marketing Communication 1   |  |  |  |
| Module code                                   | IBVB14IMC1   |  |  |  |
| Year of study                                 | 4  |  |  |  |
| Period  | 2 or 4   |  |  |  |
| Year  | 2015-2016  |  |  |  |
| Study load                                    | 5 EC = 140 hours   |  |  |  |
| Learning Outcomes / Competencies              | <p>Successful students in this unit can:</p> <ul style="list-style-type: none"> <li>• analyse marketing communication problems and plan and carry out integrated marketing communication solutions;</li> <li>• critically analyse the role of marketing communications in the marketing mix;</li> <li>• produce and interpret primary and secondary consumer data for communication purposes;</li> <li>• develop an integrated marketing communications program;</li> <li>• describe and apply the creative process;</li> <li>• plan media objectives and develop media strategies;</li> <li>• evaluate international communication strategies and identify key problems in international advertising.</li> </ul> <p>Connection with competencies from the IBMS Professional Profile:<br/>P5.3, P6.3, G3.3</p> |  |  |  |
| Target group / Position within the curriculum | Compulsory for IBMS Marketing specialisation.<br>Optional for exchange students and students from other HG schools (taking the minor International Marketing).   |  |  |  |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |  |  |  |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required).   |  |  |  |
| Course contents                               | <p>The course teaches the role of marketing communications in the marketing mix from the advertisers' and advertising agency's perspective. The module will familiarize students with different disciplines of the advertising agency, like account planning, copy writing creative techniques and media planning. It will emphasize the importance of integrated marketing communications and will provide coverage of all aspects of an integrated marketing communications program.</p> <p>The theoretical knowledge will be applied in a group project where students will act as an advertising agency participating in a New Business pitch.</p>   |  |  |  |
| Didactical form                               | Mass lecture, seminars   |  |  |  |
| Assessment                                    | Assessment method(s)   | Progress code(s)   | Number of EC   | Minimum grades   |
|   | <ul style="list-style-type: none"> <li>• Written exam</li> <li>• Assignment</li> </ul>   | <ul style="list-style-type: none"> <li>• IBVB14IMC1A</li> <li>• IBVB14IMC1C</li> </ul> | <ul style="list-style-type: none"> <li>• 2</li> <li>• 3</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/ coach(es)                | Diederich Bakker   |  |  |  |

|                         |   |
|-------------------------|---|
| Literature              | <p>Textbook for lecture and seminar:<br/> “Advertising and Promotion: an integrated marketing communications perspective”; Belch,G, Belch, M; 9<sup>th</sup> edition; ISBN: 978 007 131 4404.</p> <p>Other supportive material:<br/> “Ogilvy on advertising”; Ogilvy, D.; 2008; ISBN: 978 185 375 6153.<br/> “Positioning”; Ries Trout, J.; McGraw Hill; ISBN: 978 007 137 3586.<br/> “Global Marketing and Advertising”; de Mooij, M.; 3<sup>rd</sup> edition; 2009; ISBN: 978 141 297 0419.<br/> “Truth lies &amp; advertising”; Steel, J.; ISBN: 978 047 118 9626.</p>   |
| Language of instruction | English   |
| Details/peculiarities   | <p>Groups will be formed during the seminar according to the weekly schedule. Attendance for the group forming is compulsory. No students will be allowed in the groups after the group formation. In case of non-attendance, students have to contact the lecturer prior to the scheduled class.</p> <p>Unless otherwise stated, please do not use your computers, phones, or notepads during class. Such devices can be useful for note taking, but they can also detract from the classroom environment. Slides will be posted before most classes, and it is encouraged to bring print-outs to class so that attention can be aimed towards the lecturer.</p> |

## IMM1 International Marketing Management

| Field Name                                    | Description  |
|---|--|
| Title of the educational unit                 | International Marketing Management 1   |
| Module code                                   | IBVB13IMM1   |
| Year of study                                 | 2  |
| Period  | 1, 2, 3 and 4  |
| Year  | 2015-2016  |
| Study load                                    | 4 EC = 112 hours   |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• Successful students should be able to:</li> <li>• identify issues and problems associated with international marketing, both from a B2B and B2C perspective;</li> <li>• explain marketing concepts as used by organizations in the public and private sectors, for both B2C and B2B;</li> <li>• describe the marketing process and its role in international business;</li> <li>• analyze the fit between the organization, its product(s) and services and the environment, including other businesses in the supply chain;</li> <li>• formulate and justify an international marketing programme;</li> <li>• explain the crucial role of (B2B) Marketing Department in any organization, and be able to identify the links to other financial areas within companies. (General Management, Finance, Production, R&amp;D, Purchasing and Logistics);</li> <li>• define and explain the differences between international, multinational and Global marketing;</li> <li>• analyze foreign markets (micro and macro-environments) using appropriate tools and models;</li> <li>• use the information gained from foreign market analysis to develop a Preliminary Marketing Plan;</li> <li>• describe the crucial role other businesses play within the supply chain of both consumer and B2B products and to develop and justify strategies necessary for satisfying their wants and needs profitably. Students should be able to incorporate these factors in their preliminary marketing plan.</li> </ul> <p>Connection with competencies from the IBS Professional Profile:<br/>P1.2, P3.1, P5.2, P6.3, P8.2, G1.1, G2.3, G4.2, G5.2, G7.1</p> |
| Target group / Position within the curriculum | Required module for all IBMS students, incl. BW students, and for articulation students. Optional for exchange students.   |
| Prerequisites                                 |  |
| Level   | Main Phase Bachelor: Year 2  |
| Course contents                               | <ul style="list-style-type: none"> <li>• The International Marketing Environment</li> <li>• Methodology and tools for evaluating the attractiveness of foreign markets for marketing purposes (SWOT, PEST, Porters 5 Forces)</li> <li>• Foreign Market Analysis</li> <li>• International/Global Product Strategies. (Use of the Product Component Model) International Product Policy. Issues in product standardization versus adaptation both for consumer (end users) and companies within the supply chain.</li> <li>• International Distribution strategies and Foreign Market Entry Strategies</li> <li>• International Pricing Decisions</li> <li>• International Promotional and Marketing Communications from both a B2C and B2B perspective.</li> <li>• Developing appropriate marketing mixes for a foreign market focusing on both B2C and B2B customers.</li> <li>• Influences and effects of cultural differences on international marketing decision making from both a B2C and B2B perspective.</li> </ul>   |

|                               |   |  |  |  |
|-------------------------------|---|--|--|--|
| Didactical form               | <ul style="list-style-type: none"> <li>• Project</li> <li>• Combination of lectures and seminars focused on project</li> </ul>  |  |  |  |
| Assessment                    | Assessment method(s)  | Osiris code(s)   | Number of EC   | Minimum grade(s)   |
|                               | <ul style="list-style-type: none"> <li>• Written exam</li> <li>• Assignment</li> </ul>  | <ul style="list-style-type: none"> <li>• IBVB13IMM1A</li> <li>• IBVB13IMM1C</li> </ul> | <ul style="list-style-type: none"> <li>• 2</li> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es) | Ian Fitzgerald, Wim Speulman, Hanna van der Stok  |  |  |  |
| Literature                    | International Marketing European edition. Ghauri, P. & Cateora, P.R., McGraw-Hill; 3 <sup>rd</sup> edition, 2010; ISBN 978 007 712 2850   |  |  |  |
| Electronic media              | Blackboard (includes lecture notes and project material), websites (links contained in the Blackboard site to assist with information access for project). In addition to the above mentioned text book there will also be a syllabus available on Blackboard covering the most relevant material related to Business to Business Marketing.  |  |  |  |
| Language of instruction       | English   |  |  |  |
| Details/peculiarities         | <p>Due to the very tight time schedule and the importance of the group project, students are strongly advised to attend the first class. If a student cannot come to the first class, s/he is required to contact the teacher, preferably prior to the first class but no later than on the day of the first class, so s/he can assign him/her to a group. If the student contacts the teacher after the first day of class, s/he will no longer be able to take part in the group work.</p> <p>Follows up on MKT1/MAR1.</p> <p>The assignment is a group assignment (develop an International Marketing Plan).</p> |  |  |  |

## INT<sub>3</sub> Introduction 3

| Field Name  | Description   |   |  |              |                  |   |  |   |  |
|---|---|---|--|--------------|------------------|---|--|---|--|
| Title of the educational unit   | Introduction 3  |   |  |              |                  |   |  |   |  |
| Module code   | IBVBo6INT <sub>3</sub>  |   |  |              |                  |   |  |   |  |
| Year of study   | 3   |   |  |              |                  |   |  |   |  |
| Period  | 1 or 3  |   |  |              |                  |   |  |   |  |
| Year  | 2015-2016   |   |  |              |                  |   |  |   |  |
| Study load  | 1 EC = 28 hours   |   |  |              |                  |   |  |   |  |
| Learning Outcomes / Competencies  | <p>The student will:</p> <ul style="list-style-type: none"> <li>Participate and cooperate in an international group for the period of 1 week, to gain understanding of the learning process at IBS.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G5.1</p>   |   |  |              |                  |   |  |   |  |
| Target group / Position within the curriculum   | Regular module for exchange students, articulation students and for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their Study Abroad.  |   |  |              |                  |   |  |   |  |
| Prerequisites   |   |   |  |              |                  |   |  |   |  |
| Level   | Main Phase Bachelor   |   |  |              |                  |   |  |   |  |
| Course contents   | The introduction programme is geared towards introducing the exchange students and articulation students to IBS as well as integrating the IBMS students with the exchange students and articulation students. This is done by means of practical assignments on how to find your way around in IBS, the Hanze and Groningen.   |   |  |              |                  |   |  |   |  |
| Didactical form   | <ul style="list-style-type: none"> <li>Project</li> <li>Practical/Skills training</li> <li>Theory oriented module: Lectures / Seminars</li> </ul>   |   |  |              |                  |   |  |   |  |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>Assignment (Professional group product)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>IBVBo6INT<sub>3</sub>C</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>1</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Pass</li> </ul> </td> </tr> </tbody> </table> | Assessment method(s)                                | Progress code(s)                                       | Number of EC | Minimum grade(s) | <ul style="list-style-type: none"> <li>Assignment (Professional group product)</li> </ul> | <ul style="list-style-type: none"> <li>IBVBo6INT<sub>3</sub>C</li> </ul> | <ul style="list-style-type: none"> <li>1</li> </ul> | <ul style="list-style-type: none"> <li>Pass</li> </ul> |
| Assessment method(s)  | Progress code(s)  | Number of EC  | Minimum grade(s)                                       |              |                  |   |  |   |  |
| <ul style="list-style-type: none"> <li>Assignment (Professional group product)</li> </ul> | <ul style="list-style-type: none"> <li>IBVBo6INT<sub>3</sub>C</li> </ul>  | <ul style="list-style-type: none"> <li>1</li> </ul> | <ul style="list-style-type: none"> <li>Pass</li> </ul> |              |                  |   |  |   |  |
| Name of lecturer(s)/coach(es)   | Mariaelena Inja-Murphy, Lucie Rugers  |   |  |              |                  |   |  |   |  |
| Costs   |   |   |  |              |                  |   |  |   |  |
| Literature  | Information pack  |   |  |              |                  |   |  |   |  |
| Language of instruction   | English   |   |  |              |                  |   |  |   |  |
| Details/peculiarities   | <p>Attendance is 100%.</p> <p>If a student cannot come to one of the classes he is required to contact the teacher, preferably prior to the class but no later than on the day of the missed class. In this case he will be provided with a repair to amend his absence. Should he miss more than one class (over 20% of the required attendance) he will need to retake the entire course.</p>   |   |  |              |                  |   |  |   |  |

## IPC1 International Presentation and Communication

| Field Name  | Description   |   |   |              |                  |   |   |   |   |
|---|---|---|---|--------------|------------------|---|---|---|---|
| Title of the educational unit   | International Presentation and Communication 1  |   |   |              |                  |   |   |   |   |
| Module code   | IBVB14IPC1  |   |   |              |                  |   |   |   |   |
| Year of study   | 3   |   |   |              |                  |   |   |   |   |
| Period  | 2 or 4  |   |   |              |                  |   |   |   |   |
| Year  | 2015-2016   |   |   |              |                  |   |   |   |   |
| Study load  | 3 EC = 84 hours   |   |   |              |                  |   |   |   |   |
| Learning Outcomes / Competencies  | <p>Seven 2-hour sessions are scheduled to:</p> <ul style="list-style-type: none"> <li>• view, practice, and give feedback on students' own (business) presentations;</li> <li>• practice structuring information into a successful (business) presentation, for an international audience;</li> <li>• provide explanations about drawing up an outline for a successful (business) presentation;</li> <li>• practice students' presentation skills;</li> <li>• practice conducting meetings, drawing up an agenda, and minute-taking.</li> </ul> <p>With the following aims:</p> <ul style="list-style-type: none"> <li>• the student recognizes the parallels between organizing information for written and for presentation purposes;</li> <li>• the student can draw up a presentation thesis statement, research questions, and a clear presentation outline;</li> <li>• the student knows what presentation techniques can be applied for giving a presentation and can choose the technique fit to their presentation's purpose (e.g. informative, persuasive);</li> <li>• the student can correctly incorporate numbers into his/her presentation;</li> <li>• the student gets inspired to creatively present a (business) topic, if applicable, based on a written (business) report, to an international audience.</li> </ul> |   |   |              |                  |   |   |   |   |
| Target group / Position within the curriculum   | Not for Non-Dutch students enrolled at IBS and staying in the Netherlands at IBS for their Study Abroad: these students complete MEX1 and CCR3 instead. Optional for exchange students and students from other schools at the HG as part of the minor European Business.  |   |   |              |                  |   |   |   |   |
| Prerequisites   |   |   |   |              |                  |   |   |   |   |
| Level   | Main Phase Bachelor   |   |   |              |                  |   |   |   |   |
| Course contents   | Students are trained in all aspects of English business language communication at intermediate to upper intermediate level. For details, see Blackboard.  |   |   |              |                  |   |   |   |   |
| Didactical form   | Practicals/Skills training  |   |   |              |                  |   |   |   |   |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• assignments (practical+individual presentation)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• IBVB14IPC1D</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 3</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> </td> </tr> </tbody> </table>   | Assessment method(s)                                  | Progress code(s)  | Number of EC | Minimum grade(s) | <ul style="list-style-type: none"> <li>• assignments (practical+individual presentation)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14IPC1D</li> </ul> | <ul style="list-style-type: none"> <li>• 3</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Assessment method(s)  | Progress code(s)  | Number of EC  | Minimum grade(s)  |              |                  |   |   |   |   |
| <ul style="list-style-type: none"> <li>• assignments (practical+individual presentation)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14IPC1D</li> </ul>   | <ul style="list-style-type: none"> <li>• 3</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |              |                  |   |   |   |   |
| Name of lecturer/coach  | Jeltje van der Sluis  |   |   |              |                  |   |   |   |   |
| Costs   | Tba   |   |   |              |                  |   |   |   |   |
| Literature  | Syllabus (see Blackboard)   |   |   |              |                  |   |   |   |   |
| Language of instruction   | English   |   |   |              |                  |   |   |   |   |
| Details/peculiarities   | Classes are mandatory. If students attend less than 80% of classes, they will have to redo all the work for code IBVB14IPC1D (for details, see BB).   |   |   |              |                  |   |   |   |   |

## IPM1 International Product Management

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | International Product Management 1   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14IPM1   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Period  | 1 or 3   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Study load                                    | 5 EC = 140 hours   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Successful students should be able to:</p> <ul style="list-style-type: none"> <li>describe the main concepts of product management and be able to illustrate them by using reference to current business practice;</li> <li>explain and show understanding of the Product life Cycle (PLC) concept and understand the managerial application and implications of the PLC concept in theory and practice;</li> <li>describe and understand the importance of brand and product portfolios and be familiar with and show the ability to use the various methods for evaluating products within a company's portfolio;</li> <li>describe and show understanding of the stages of the New Product Development Process and their implications for product management.</li> </ul> <p>Connection with competencies from the IBS Professional Profile:<br/>P3.2, P6.3, G4.2</p> |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Marketing Specialization.<br>Optional for exchange students, and students from other schools at the HG (taking the minor International marketing)  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Course contents                               | Weekly Schedule, Chapters to study available on IPM Blackboard site.   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB14IPM1A</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment (Project)</td> <td>• IBVB14IPM1C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB14IPM1A | • 3 | • 5.5 | • Assignment (Project) | • IBVB14IPM1C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |                        |               |     |       |
| • Written exam                                | • IBVB14IPM1A  | • 3                  | • 5.5            |              |                  |                |               |     |       |                        |               |     |       |
| • Assignment (Project)                        | • IBVB14IPM1C  | • 2                  | • 5.5            |              |                  |                |               |     |       |                        |               |     |       |
| Name of lecturer(s)/coach(es)                 | Ian Fitzgerald   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Literature                                    | Product Strategy and management. Baker, M., Hart, S. Prentice Hall, 2007; 2 <sup>nd</sup> edition; ISBN 978 027 369 4502<br>Articles, cases and other supporting material available on Blackboard.   |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |
| Details/peculiarities                         |  |                      |                  |              |                  |                |               |     |       |                        |               |     |       |

## ISM<sub>1</sub> International Sales Management

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--|--------------|-----|-------|
| Title of the educational unit                 | International Sales Management 1  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Module code                                   | IBVB14ISM1  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Year of study                                 | 4   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Period  | 1 or 3  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Study load                                    | 5 EC = 140 hours  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• International sales processes</li> <li>• International sales management</li> <li>• Diverse market dynamics</li> <li>• Effective communication with foreign customers/prospects</li> <li>• Different strategies in different markets</li> <li>• Collecting and analysing valuable information</li> <li>• Develop sales strategies</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P3.3, P6.3, P7.3, G3.3, G4.3</p> |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Marketing Specialization<br>Optional for exchange students, and students from other schools at the HG (taking the minor International marketing)  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Course contents                               | The course is a general introduction to selling and sales management underlining the importance of being part of company's marketing. The course will teach the essentials of sales, management and how these subjects are interconnected in organization's marketing mix.  |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Didactical form                               | Lectures/Seminars   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB14ISM1A</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment (group project, presentation)</td> <td>• IBVB14SM1C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB14ISM1A | • 3 | • 5.5 | • Assignment (group project, presentation) | • IBVB14SM1C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |  |              |     |       |
| • Written exam                                | • IBVB14ISM1A   | • 3                  | • 5.5            |              |                  |                |               |     |       |  |              |     |       |
| • Assignment (group project, presentation)    | • IBVB14SM1C  | • 2                  | • 5.5            |              |                  |                |               |     |       |  |              |     |       |
| Name of lecturer(s)/ coach(es)                | Wim Speulman, Paul Wabike, Eric Voerman   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Costs   | €80   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Literature                                    | <i>Selling and sales management</i> Jobber & Lancaster. Prentice Hall, 9 <sup>th</sup> edition, 2012; ISBN 978 027 376 2652   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                |               |     |       |  |              |     |       |
| Details/peculiarities                         |   |                      |                  |              |                  |                |               |     |       |  |              |     |       |

## LAW2 International Business Law 2

| Field Name                                    | Description   |
|---|---|
| Title of the educational unit                 | International Law 2   |
| Module code                                   | IBVB14LAW2  |
| Year of study                                 | 2   |
| Period  | 1, 2, 3 and 4   |
| Year  | 2015-2016   |
| Study load                                    | 3EC = 84 hours  |
| Learning Outcomes / Competencies              | <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• describe the public international law organizations (WTO, ILO, EU) that affect international business and understand these organizations' areas of competence;</li> <li>• recognize key legal concepts and issues in the fields of competition, tax, human rights and labor law;</li> <li>• differentiate between important sources of law – namely treaties, regional trade agreements, and national law – in the aforementioned subjects;</li> <li>• analyze prior court and arbitration cases in the aforementioned areas in order to predict how an international business dispute can be prevented and, when necessary, resolved;</li> <li>• communicate effectively with tax consultants and accountants in order to recognise and understand international tax items;</li> <li>• understand the principles of international tax legislation, avoidance of double taxation and international tax planning schemes;</li> <li>• demonstrate some knowledge of transfer pricing, international mergers, withholding taxes, tax-avoiding schemes, international exchange of tax information and tax implications of e-commerce.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.1, G7.1</p>  |
| Target group / Position within the curriculum | Required module for IBMS students   |
| Prerequisites                                 | International Law I   |
| Level   | Main Phase Bachelor: Year 2   |
| Course contents                               | <p>This module builds on the first year introduction to international business law by introducing new fields of law frequently encountered by business professionals. The course will be divided into three themes: labor and human rights law, competition law, and tax law - each taught by a different instructor. Treaties, national laws, court proceedings and arbitration decisions will form the legal basis for the course. Assessment will consist of two written assignments and one exam completed at the end of the course (minimum 5.5 required to pass).</p> <p><i>Labor/human rights:</i> From minimum vacation time requirements to safe work environments to privacy rights – the field of labor law is broad and complicated. This course will focus on labor law within the international human rights context, examining the International Labor Organization's role in regulating this field. The legal proceedings arising from violations of international labor and human rights law will be discussed.</p> <p><i>Competition law:</i> What are the legal constraints within which businesses can compete? Could a government agency distort competition? How could the control on concentrations prevent distortions in competition? The European regulation of dominant undertakings, cartels and state aid will be discussed in this section of the course.</p> |

|                               |  |                |              |                  |
|-------------------------------|--|----------------|--------------|------------------|
|                               | <p>Tax law: Cross border business activities imply (by definition) the application of international tax regulations in order to avoid double taxation. To this end guidelines are provided by the OECD and the European Community. These result among other things in unilateral and bilateral tax treaties and EC legislation. Prospective managers to be involved with cross border activities should recognise the international tax framework and its possibilities and limitations.</p> <p>The successful student acquires and understands a range of international tax issues in headlines. The student recognises (international) tax aspects arising from cross border business activities. This module focuses on the role and meaning of tax treaties for the avoidance of double taxation, OECD Guidelines, EC Directives and jurisprudence and tax planning schemes.</p> |                |              |                  |
| Didactical form               | Practical/skills training and lectures/workshops   |                |              |                  |
| Assessment                    | Assessment method(s)   | Osiris code(s) | Number of EC | Minimum grade(s) |
|                               | • Assignment   | • IBVB14LAW2C  | • 3          | • 5.5            |
| Name of lecturer(s)/coach(es) | Emily Lewis / Sanne Bosma / Maurice Cox / Timothy English  |                |              |                  |
| Literature                    | Reader<br>Blackboard material  |                |              |                  |
| Costs                         | tbd  |                |              |                  |
| Language of instruction       | English  |                |              |                  |
| Details/peculiarities         |  |                |              |                  |

## MAC2 Management Accounting 2

| Field Name                                    | Description   |                |              |                  |
|---|---|----------------|--------------|------------------|
| Title of the educational unit                 | Management Accounting 2   |                |              |                  |
| Module code                                   | IBVB13MAC2  |                |              |                  |
| Year of study                                 | 2   |                |              |                  |
| Period  | 1, 2, 3 and 4   |                |              |                  |
| Year  | 2015-2016   |                |              |                  |
| Study load                                    | 4 EC = 112 hours  |                |              |                  |
| Learning Outcomes / Competencies              | <p>The module aims at acquisition of basic knowledge on costing and budgeting decisions that occur related to an organizations primary process of purchasing, producing and selling goods/services. Variance analysis, decision making and performance evaluation will be covered.</p> <p>Competencies from the IBMS Professional Profile:<br/>P8.2</p> |                |              |                  |
| Target group / Position within the curriculum | Required module for IBMS students and articulation students<br>Optional for exchange students   |                |              |                  |
| Prerequisites                                 |   |                |              |                  |
| Level   | Main Phase Bachelor: Year 2   |                |              |                  |
| Course contents                               | <ul style="list-style-type: none"> <li>• Cost Concepts and Cost Allocation</li> <li>• Job Order Costing</li> <li>• Process Costing</li> <li>• ABC/ABM, JIT and related concepts</li> <li>• Standard Costing and Variance Analysis</li> <li>• Performance Evaluation</li> <li>• Short Run Decision Analysis</li> </ul>                                   |                |              |                  |
| Didactical form                               | Lectures<br>Seminars  |                |              |                  |
| Assessment method(s)                          | Assessment method(s)  | Osiris code(s) | Number of EC | Minimum grade(s) |
|   | • Written exam  | • IBVB13MAC2A  | • 4          | • 5.5            |
| Name of lecturer(s)/coach(es)                 | Peter Michel, Henk Jager, Tim Horst, Shu Fen Lee  |                |              |                  |
| Costs   | Approx. € 80  |                |              |                  |
| Literature                                    | Cost Accounting: A Managerial Emphasis. Rajan, Datar, Horngren;<br>Prentice Hall, 15 <sup>th</sup> edition; ISBN 978 129 207 9080   |                |              |                  |
| Language of instruction                       | English   |                |              |                  |
| Details/peculiarities                         |   |                |              |                  |

## MST1 International Marketing Strategy

| Field Name                                    | Description   |  |  |  |
|---|---|--|--|--|
| Title of the educational unit                 | International Marketing Strategy 1  |  |  |  |
| Module code                                   | IBVB14MST1  |  |  |  |
| Year of study                                 | 4   |  |  |  |
| Period  | 1 or 3  |  |  |  |
| Year  | 2015-2016   |  |  |  |
| Study load                                    | 5 EC = 140 hours  |  |  |  |
| Learning Outcomes / Competencies              | <p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• understand the concept of value based market from a financial point of view;</li> <li>• explain innovation and the consequences for international market i.e. impact on growth;</li> <li>• explain the challenges to strategic marketing decisions;</li> <li>• apply the RBV;</li> <li>• present strategies for international marketing.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P6.3</p> |  |  |  |
| Target group / Position within the curriculum | Compulsory for IBMS Marketing Specialization<br>Optional for exchange students, and students from other schools at the HG (taking the minor International marketing)  |  |  |  |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |  |  |  |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |  |  |  |
| Course contents                               | The course is divided into two main parts: foundation and the Environment of International Business for Marketing. The following will be dealt with: the nature of international trade and investment, drivers of market globalization, emerging markets, born global firms, multinationals, international value chain analysis, classical and contemporary theories of international trade, firm internationalization, attractiveness of emerging markets, strategies for emerging markets.      |  |  |  |
| Didactical form / type of course              | Seminars/Workshops  |  |  |  |
| Assessment                                    | Assessment method(s)<br><ul style="list-style-type: none"> <li>• Written exam</li> <li>• Assignment (presentation)</li> </ul>   | Osiris code(s)<br><ul style="list-style-type: none"> <li>• IBVB14MST1A</li> <li>• IBVB14MST1C</li> </ul> | Number of EC<br><ul style="list-style-type: none"> <li>• 3</li> <li>• 2</li> </ul> | Minimum grade(s)<br><ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Jaan Kets   |  |  |  |
| Costs   | €50   |  |  |  |
| Literature                                    | Strategic Marketing Decisions in Global Markets. Doole, I., Lowe, R.; ISBN 1-84480-142-X<br><a href="#">journal</a> articles + case studies on capita selecta in mkt.strat.   |  |  |  |
| Language of instruction                       | English   |  |  |  |
| Details/peculiarities                         | Active participation in class is required   |  |  |  |

## NER<sub>1</sub> New Economic Realities 1

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | New Economic Realities 1  |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVB15NER1  |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                |               |     |       |
| Period  | 1, 2, 3 and 4   |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 4 EC = 112 hours  |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• Upon successful completion of the module the student will be able to;</li> <li>• apply theories of international economic relations to current events, reflect on the interests of different stakeholders and explain relevant key terms;</li> <li>• apply theories explaining trade patterns and their effect on income distribution to current events, reflect on the interests of different stakeholders and explain relevant key terms;</li> <li>• apply trade-policy theories to current events, reflect on the interests of different stakeholders and explain relevant key terms;</li> <li>• apply Balance-of-Payments concepts to current events, reflect on the interests of different stakeholders and explain relevant key terms;</li> <li>• apply exchange-rate theories to current events, reflect on the interests of different stakeholders and explain relevant key terms;</li> <li>• apply open-economy macroeconomic theory to current events, reflect on the interests of different stakeholders and explain relevant key terms.</li> </ul><br><ul style="list-style-type: none"> <li>• Competencies from the IBMS Professional Profile:</li> <li>• P1.1, P3.2, P6.2, G2.2</li> </ul> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Compulsory module for IBMS students<br>Optional for exchange students   |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 |   |                      |                  |              |                  |                |               |     |       |
| Level   | Second Year Bachelor  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | <p>Recent developments in:</p> <ul style="list-style-type: none"> <li>• Gains from Trade</li> <li>• Wages, Jobs, and Protectionism</li> <li>• Regional Trade Agreements</li> <li>• International Institutions</li> <li>• Financial Markets</li> <li>• Balance of Payments</li> <li>• Exchange Rates</li> <li>• Macroeconomics</li> </ul> <p><i>All of these concepts are presented and explained in view of the aspired level 2 competence objective.</i></p>   |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Theory oriented module: Lectures / Seminars   |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB15NER1A</td> <td>• 4</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB15NER1A | • 4 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVB15NER1A   | • 4                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | tba   |                      |                  |              |                  |                |               |     |       |
| Costs   | Approx. € 80  |                      |                  |              |                  |                |               |     |       |
| Literature                                    | Economics. Compiled from Perkin and Gerber; custom-made publication; ISBN 978 1 78434 207 4   |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         | Practical: Classroom activities   |                      |                  |              |                  |                |               |     |       |

## NER2 New Economic Realities 2

| Field name                                  | Description  |
|---|--|
| Title of the educational unit               | New Economic Realities 2   |
| Module code                                 | IBVB15NER2   |
| Year of study                               | 4  |
| Period                                      | 2 or 4   |
| Year  | 2015-2016  |
| Study load                                  | 4 EC = 112 hours   |
| Learning Outcomes/Competencies              | <p>After completion of this module, students:</p> <ul style="list-style-type: none"> <li>• expound the foundations of New Institutional Economics (NIE) and Behavioural Economics (BE);</li> <li>• explain the significance of the latter extensions/modifications of mainstream economics (Neoclassical Economics) in the context of international business activities;</li> <li>• name and explain the most important current economic systems and macroeconomic spaces;</li> <li>• describe and discuss the diversity of economic actors on a global scale, and can describe their roles and activities in terms of the conceptual frameworks provided by NIE and BE;</li> <li>• professionally characterize the Corporate Responsibility and Sustainability Paradigm, compare them to the Old School Paradigm, and demonstrate their relevance for managerial decision and action;</li> <li>• systematically present and explain the connections and interdependencies between the economic theories, the economic entities, and the new paradigms (based on the Three Pillar Model as presented and used in class).</li> </ul> <p>Competencies from the IBMS professional profile:<br/>P1.3, P3.3, G7.3</p> |
| Target group/position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students  |
| Prerequisites                               | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |
| Level                                       | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |
| Course contents                             | <p>Central to this module is the increasing significance and influence of NIE and BE as rather recently added key components of economic theory, especially with regard to business applications. Based on state-of-the-art material from the corresponding fields of research, the most relevant ideas and concepts are explained and illustrated by classical as well as current examples taken from diverse sectors of the global economy.</p> <p>Students are provided with a cognitive toolkit enabling them to professionally analyse macroeconomic spaces undergoing rapid change, in and outside Europe.</p> <p>The impact of entities, factors, and parameters (e. g. WTO, IMF, economic and societal trends and mega-trends, demographics, geophysical, and biological facts etc.) on business organisations are studied, and opportunities and threats for companies are investigated.</p> <p>Special attention is given to the roles played by the corporate responsibility and sustainability paradigms. The dynamics of these paradigms will also be investigated from the vantage point of how they are influenced by concrete entities' behaviour in the various economic macro-spaces.</p>      |

|                            |  |                               |                   |                        |
|----------------------------|--|-------------------------------|-------------------|------------------------|
| Didactical Form            | Lectures, seminars, presentations, role playing  |                               |                   |                        |
| Assessment                 | Assessment methods<br>• Written exam   | Osiris code(s)<br>IBVB15NER2A | Number of EC<br>4 | Minimum grade<br>• 5.5 |
| Names of Lecturers/Coaches | To be announced  |                               |                   |                        |
| Cost                       |  |                               |                   |                        |
| Literature                 | <p>Required:<br/> <i>Behavioral Economics for Dummies</i>, Altmann, M., M. Wiley, 2012,<br/> ISBN 978-1118085035</p> <p>Recommended:<br/> <i>Handbook of Contemporary Behavioural Economics. Foundations and Developments.</i> M. E. Sharpe , Altman, M., (ed.), 2005,<br/> <i>Institutions &amp; Economic Theory. The Contribution of the New Institutional Economics.</i> E. G., Richter, R , The University of Michigan Press. Furubotn,, 2005,</p> |                               |                   |                        |
| Language of instruction    | English  |                               |                   |                        |
| Details/Peculiarities      |  |                               |                   |                        |

## OMA1 Operations Management

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------------------------------|---------------|-----|-------|
| Title of the educational unit                 | Operations Management  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Module code                                   | IBVB14OMA1   |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Period  | 2 or 4   |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Learning Outcomes / Competencies              | <p>Students:</p> <ul style="list-style-type: none"> <li>• apply operations management concepts and practices in a complex contemporary economic context of a company with special attention to the Dutch/ German/ European economies;</li> <li>• prepare and conduct process design and analysis for both service and manufacturing companies;</li> <li>• identify the success factors and recommend appropriate action for process rollout programs in a business context ;</li> <li>• interpret process KPIs and audit results and advice on process controlling activities of a company ;</li> <li>• identify ethical implications for a business as a result of operations management decisions.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.3, P3.3, P4.3, P7.3, G7.3</p> |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Course contents                               | This module offers an integrated approach to operations management. It deals with the strategic context, process design, process rollout, and continuous process controlling in both service and manufacturing companies. Moreover, modern concepts and philosophies in the context of operations management are critically reflected and assessed.  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Didactical form                               | Seminars/ workshops  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written Exam</td> <td>• IBVB14OMA1A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment<br/>(Group presentation)</td> <td>• IBVB14OMA1C</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written Exam | • IBVB14OMA1A | • 2 | • 5.5 | • Assignment<br>(Group presentation) | • IBVB14OMA1C | • 1 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |                                      |               |     |       |
| • Written Exam                                | • IBVB14OMA1A  | • 2                  | • 5.5            |              |                  |                |               |     |       |                                      |               |     |       |
| • Assignment<br>(Group presentation)          | • IBVB14OMA1C  | • 1                  | • 5.5            |              |                  |                |               |     |       |                                      |               |     |       |
| Name of lecturer/coach                        | Arnd Mehrrens, Karin Vegter, Thierry Bonsing   |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Costs   | € 85,00  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Literature                                    | Operations and Process Management – Principles and Practice for Strategic Impact, Slack, N., Brandon-Jones, A., Johnston, R., Betts, A. Pearson, 2012, 3rd edition. ISBN 978-0273768807<br>Handouts  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |
| Details/peculiarities                         | Students can resit OMA1C the next time the module is offered or during the resit week for main phase exams after the summer holidays   |                      |                  |              |                  |                |               |     |       |                                      |               |     |       |

## ONM1 Online Marketing

| Field Name                                    | Description   |                   |                  |              |                |                        |               |     |       |
|---|---|-------------------|------------------|--------------|----------------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Online Marketing 1  |                   |                  |              |                |                        |               |     |       |
| Module code                                   | IBVB14ONM1C   |                   |                  |              |                |                        |               |     |       |
| Year of study                                 | 4   |                   |                  |              |                |                        |               |     |       |
| Period  | 2 or 4  |                   |                  |              |                |                        |               |     |       |
| Year  | 2015-2016   |                   |                  |              |                |                        |               |     |       |
| Study load                                    | 5 EC = 140 hours  |                   |                  |              |                |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Successful students in this unit:</p> <ul style="list-style-type: none"> <li>• know the major online marketing approaches;</li> <li>• are able to decide on the appropriate approaches for a given marketing problem;</li> <li>• write actionable objectives for online marketing programs;</li> <li>• judge a brand's or company's online appearance and make recommendations for improvement;</li> <li>• advise an organisation on how to increase online traffic;</li> <li>• learn how to use web site analytics tools and know how to interpret the data;</li> <li>• understand the role of online marketing tools within the marketing mix.</li> </ul> <p>Connection with competencies from the IBMS Professional Profile:<br/>P5.3, P6.3, G3.3</p> |                   |                  |              |                |                        |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Marketing specialisation<br>Optional for exchange students and students from other HG schools (taking the minor International Marketing)  |                   |                  |              |                |                        |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                   |                  |              |                |                        |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                   |                  |              |                |                        |               |     |       |
| Course contents                               | Online marketing is an exciting area of marketing practice. This module will cover the key online marketing tools such as display advertising, search engine optimisation- and marketing, search ads, e-mail marketing, social media, and mobile marketing among others. In addition to those specific topics, the module is designed to get students to think and decide like an online marketing professional, and to gain experience with industry-relevant hands-on assignments and exercises.  |                   |                  |              |                |                        |               |     |       |
| Didactical form                               | Mass lecture, seminars  |                   |                  |              |                |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grades</th> </tr> </thead> <tbody> <tr> <td>• Assignment (project)</td> <td>• IBVB14ONM1C</td> <td>• 5</td> <td>• 5-5</td> </tr> </tbody> </table>   | Assessment method | Progress code(s) | Number of EC | Minimum grades | • Assignment (project) | • IBVB14ONM1C | • 5 | • 5-5 |
| Assessment method                             | Progress code(s)  | Number of EC      | Minimum grades   |              |                |                        |               |     |       |
| • Assignment (project)                        | • IBVB14ONM1C   | • 5               | • 5-5            |              |                |                        |               |     |       |
| Name of lecturer(s)/ coach(es)                | Diederich Bakker  |                   |                  |              |                |                        |               |     |       |
| Literature                                    | Textbook for lecture and seminar (recommended):<br>Digital Marketing; Chaffey D.; Ellis-Chadwick F.; 5 <sup>th</sup> edition;<br>ISBN(10): 0273746103   |                   |                  |              |                |                        |               |     |       |
| Language of instruction                       | English   |                   |                  |              |                |                        |               |     |       |
| Details/peculiarities                         | Unless otherwise stated, please do not use your computers, phones, or notepads during class. Such devices can be useful for note taking, but they can also detract from the classroom environment. Slides will be posted before most classes, and it is encouraged to bring print-outs to class so that attention can be aimed towards the lecturer.  |                   |                  |              |                |                        |               |     |       |

## PIE1 Project International Entrepreneurship 1

| Field Name                                    | Description  |   |   |   |
|---|--|---|---|---|
| Title of the educational unit                 | Project International Entrepreneurship 1   |   |   |   |
| Module code                                   | IBVB14PIE1   |   |   |   |
| Year of study                                 | 4  |   |   |   |
| Period  | 1 or 3   |   |   |   |
| Year  | 2015-2016  |   |   |   |
| Study load                                    | 2 EC = 56 hours  |   |   |   |
| Learning Outcomes / Competencies              | <p>The learning outcomes are covered over two periods (during PIE1 and PIE 2).<br/>The students:</p> <ul style="list-style-type: none"> <li>• Identify and analyse components of (international) entrepreneurship and business models;</li> <li>• Evaluate the appropriateness of and creating different entrepreneurial designs;</li> <li>• Use creative thinking to generate sustainable and scalable business models for a new international business;</li> <li>• Cooperate with others to develop their abilities to contribute to an optimal exploration by the company of the opportunities for both new and existing products/services in the market, and the necessary risks involved.</li> </ul> <p>Competencies from the IBMS Professional Profile: (level 3)<br/>P3.3, P5.3, G2.3, G5.3</p> |   |   |   |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students  |   |   |   |
| Prerequisites                                 | <p>IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br/>Due to the fact that PIE1 and PIE2 belong together students can only take PIE1, if they also take PIE2 in the next period.</p>   |   |   |   |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |   |   |   |
| Course contents                               | <p>The course contents is divided over two periods (PIE1 and PIE2):</p> <ul style="list-style-type: none"> <li>• Entrepreneurs / entrepreneurs and the entrepreneurial ecosystem and process</li> <li>• Effectuation and opportunity-seeking in the international environment</li> <li>• Decision-making and operationalization</li> <li>• Innovation and hidden champions</li> <li>• Adversity, anti-fragility and business breakthroughs</li> <li>• Modes of internationalization</li> <li>• General management</li> </ul>   |   |   |   |
| Didactical form                               | Seminars, (guest) lecture(s), coaching   |   |   |   |
| Assessment                                    | <p>Assessment method(s)</p> <ul style="list-style-type: none"> <li>• Assignment (Group report)</li> </ul>  | <p>Osiris code(s)</p> <ul style="list-style-type: none"> <li>• IBVB14PIE1C</li> </ul> | <p>Number of EC</p> <ul style="list-style-type: none"> <li>• 2</li> </ul> | <p>Minimum grades</p> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Eric Voerman, Arnd Mehrtens  |   |   |   |
| Cost  |  |   |   |   |
| Literature                                    | <p>Mandatory:<br/><i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company</i> ; Blank, S. and Dorf, B.; K&amp;S Ranch, 2012. ISBN 0984999302</p> <p>Recommended:<br/><i>Strategy process, Content, Context, an international perspective</i> De Wit. B; South-Western, Cengage Learning 2010 ISBN: 978 1408019023<br/><i>The Essential Drucker, The best Sixty years of Peter Drucker's Essential Writings on Management</i>, Drucker. P.F. ; Harper Collins Publishers 2001 ISBN: 978 0061345012<br/><i>Scandal! Amazing tales of scandals that shocked the world and shaped modern business</i> Fortune</p>   |   |   |   |

|                         |  |
|-------------------------|--|
|                         | Books 2009 ISBN: 978 1603200097<br>Cheese, Elsschott W., Paul. V. , Granta Books London 2003 ISBN 9781862075566  |
| Language of instruction | English  |
| Details/peculiarities   | <p>The two modules PIE<sub>1</sub> and PIE<sub>2</sub> belong together. The second module has as prerequisite completion of the first module (with or without passing the assessments). The group composition for PIE<sub>1</sub> is equal to PIE<sub>2</sub>.</p> <p>Due to the nature of this module students can only resit is by taking it again the next time it is offered.</p> <p>Both courses require active participation from students – presence, collaboration and engagement are essential for successful completion of both courses.</p> |

## PIE2 Project International Entrepreneurship 2

| Field Name                                    | Description  |                                 |                     |                         |
|---|--|---------------------------------|---------------------|-------------------------|
| Title of the educational unit                 | Project International Entrepreneurship 2   |                                 |                     |                         |
| Module code                                   | IBVB14PIE2   |                                 |                     |                         |
| Year of study                                 | 4  |                                 |                     |                         |
| Period  | 2 or 4   |                                 |                     |                         |
| Year  | 2015-2016  |                                 |                     |                         |
| Study load                                    | 4 EC = 112 hours   |                                 |                     |                         |
| Learning Outcomes / Competencies              | <p>The learning outcomes are covered over two periods (during PIE1 and PIE 2).<br/>The students:</p> <ul style="list-style-type: none"> <li>• Identify and analyse components of (international )entrepreneurship and business models;</li> <li>• Evaluate the appropriateness of and creating different entrepreneurial designs;</li> <li>• Use creative thinking to generate sustainable and scalable business models for a new international business;</li> <li>• Cooperate with others to develop their abilities to contribute to an optimal exploration by the company of the opportunities for both new and existing products/services in the market, and the necessary risks involved.</li> </ul> <p>Competencies from the IBMS Professional Profile: (level 3)<br/>P3.3, P5.3, G2.3, G5.3</p> |                                 |                     |                         |
| Target group / Position within the curriculum | Compulsory for Specialization International Strategy & Business Development<br>Optional for exchange students  |                                 |                     |                         |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Due to the fact that PIE1 and PIE2 belong together students can only take PIE1, if they also take PIE2 in the next period.   |                                 |                     |                         |
| Level   | 4 <sup>th</sup> year Bachelor (i.e. advanced level)  |                                 |                     |                         |
| Course contents                               | <p>The course contents is divided over two periods (PIE1 and PIE2):</p> <ul style="list-style-type: none"> <li>• Entrepreneurs / entrepreneurs and the entrepreneurial ecosystem and process</li> <li>• Effectuation and opportunity-seeking in the international environment</li> <li>• Decision-making and operationalization</li> <li>• Innovation and hidden champions</li> <li>• Adversity, anti-fragility and business breakthroughs</li> <li>• Modes of internationalization</li> <li>• General management</li> </ul>   |                                 |                     |                         |
| Didactical form                               | Seminars, (guest) lecture(s), coaching   |                                 |                     |                         |
| Assessment                                    | Assessment method(s)<br>• Assignment<br>(Group report)   | Osiris code(s)<br>• IBVB14PIE2C | Number of EC<br>• 4 | Minimum grades<br>• 5.5 |
| Name of lecturer(s)/coach(es)                 | Eric Voerman, Arnd Mehrtens  |                                 |                     |                         |
| Cost  |  |                                 |                     |                         |

|                         |  |
|-------------------------|--|
| Literature              | <p>Prescribed:<br/> <i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company.</i> Blank, S. and Dorf, B. K&amp;S Ranch, 2012. ISBN 0984999302</p> <p>Recommended:<br/> <i>Strategy process, Content, Context, an international perspective</i> De Wit. B; South-Western, Cengage Learning 2010 ISBN: 978 1408019023<br/> <i>The Essential Drucker, The best Sixty years of Peter Drucker's Essential Writings on Management,</i> Drucker. P.F. ; Harper Collins Publishers 2001 ISBN: 978 0061345012<br/> <i>Scandal! Amazing tales of scandals that shocked the world and shaped modern business</i> Fortune Books 2009 ISBN: 978 1603200097<br/> <i>Managing Crisis before they happen: what every executive needs to know about crises management,</i> Mitrof. I., Anagnos G. AMACOM 2001 ISBN: 0814405630<br/> <i>Cheese,</i> Elsschott W., Paul. V. , Granta Books London 2003 ISBN 9781862075566</p> |
| Language of instruction | English  |
| Details/peculiarities   | <p>The two modules PIE<sub>1</sub> and PIE<sub>2</sub> belong together. The second module has as prerequisite completion of the first module (with or without passing the assessments) The group composition for PIE<sub>2</sub> is equal to PIE<sub>1</sub>.</p> <p>Both courses require active participation from students – presence, collaboration and engagement are essential for successful completion of both courses.</p> <p>Due to the nature of this module students can only resit is by taking it again the next time it is offered.</p>  |

## PLC<sub>1</sub> Planning and Control

| Field Name                                    | Description  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|-----------------------------------|---------------|-----|-------|---------------------------------------|---------------|-----|-------|
| Title of the educational unit                 | Planning and Control 1   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Module code                                   | IBVBo4PLC1   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Year of study                                 | 4  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Period  | 2 or 4   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Study load                                    | 5 EC = 140 hours   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Learning Outcomes / Competencies              | <ul style="list-style-type: none"> <li>• Students experience the holistic cohesion of a company, the track off they have to make between alternatives;</li> <li>• The management simulation demands team work;</li> <li>• Decision making under time pressure is trained in a highly competitive environment in virtual reality.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P6.3, P7.3, P8.3, P9.3, G2.3, G5.3</p> |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Finance Specialization and BW Specialization<br>Optional for exchange students, and students from other schools at the HG (taking the minor International Finance & Accounting)  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Course contents                               | <ul style="list-style-type: none"> <li>• Companies mission, goals, strategies</li> <li>• Sales</li> <li>• Production</li> <li>• Human Resources</li> <li>• Research &amp; Development</li> <li>• Procurement/Inventory</li> <li>• Finance and Accounting</li> <li>• Share Price/Company Value</li> <li>• Macro-economic aspects</li> </ul>   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Didactical form                               | Project  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Integral performance assessment</td> <td>• IBVBo4PLC1C</td> <td>• 3</td> <td>• 5.5</td> </tr> <tr> <td>• Final report &amp; presentation (group)</td> <td>• IBVBo4PLC1D</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>                                   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Integral performance assessment | • IBVBo4PLC1C | • 3 | • 5.5 | • Final report & presentation (group) | • IBVBo4PLC1D | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                                   |               |     |       |                                       |               |     |       |
| • Integral performance assessment             | • IBVBo4PLC1C  | • 3                  | • 5.5            |              |                  |                                   |               |     |       |                                       |               |     |       |
| • Final report & presentation (group)         | • IBVBo4PLC1D  | • 2                  | • 5.5            |              |                  |                                   |               |     |       |                                       |               |     |       |
| Name of lecturer(s)/coach(es)                 | Peter Michel, Eric Nijsten, Mark Oenema, Maurice Cox, Roy Rus, Dan Diojdescu   |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Costs   |  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Literature                                    | Will be announced on Blackboard  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |
| Details/peculiarities                         | In week 1 rules and regulations of the simulation will be explained and a trial round will be played. Missing this week implies giving competitors a head start, chances of catching up are negligible. Attendance of week 1 is compulsory. The simulation is a “hands on experience”. Class attendance (at least 80%) is compulsory. If students miss more than one class they need to take the module again.                             |                      |                  |              |                  |                                   |               |     |       |                                       |               |     |       |

## PMT<sub>1</sub> Project Management

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--|---------------|-----|-------|
| Title of the educational unit                 | Project Management 1  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Module code                                   | IBVB12PMT1  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Year of study                                 | 4   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Period  | 1 or 3  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Study load                                    | 5 EC = 140 hours  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Learning Outcomes / Competencies              | <p>Upon completion of the course, the student can:</p> <ul style="list-style-type: none"> <li>• Identify, understand and apply the major concepts of project management methodology PMI;</li> <li>• Apply the project management software program MS Project;</li> <li>• Apply project management tools like Gantt, PERT charts, critical path analysis and EVM for planning, monitoring and controlling purposes;</li> <li>• Develop project plans according to the guidelines of PMI, based on case studies;</li> <li>• Analyse, compare and evaluate project plans and project outcomes</li> </ul> <p>Competencies from the IBMS Professional Profile: G5.3</p>                        |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Target group / Position within the curriculum | Compulsory for IBMS Management Specialization<br>Optional for exchange students, and students from other schools at the HG (taking the minor International Management)  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Prerequisites                                 | IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.<br>Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Level   | 4 <sup>th</sup> year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Course contents                               | This module provides a theoretical and practical framework within which students can gain and develop their knowledge and skills in the field of Project Management. The course focuses on PM knowledge and skills development in an international context.   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Didactical form                               | A mixture of seminars, workshops, project work, guest lectures, PC lab work   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB12PMT1A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment<br/>(Professional product)</td> <td>• IBVB12PMT1C</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB12PMT1A | • 2 | • 5.5 | • Assignment<br>(Professional product) | • IBVB12PMT1C | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |  |               |     |       |
| • Written exam                                | • IBVB12PMT1A   | • 2                  | • 5.5            |              |                  |                |               |     |       |  |               |     |       |
| • Assignment<br>(Professional product)        | • IBVB12PMT1C   | • 3                  | • 5.5            |              |                  |                |               |     |       |  |               |     |       |
| Name of lecturer(s)/coach(es)                 | Angeline van de Manakker, Desiree Nieborg   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Costs   | Approx. € 64 / E-book: € 36   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Literature                                    | An introduction to Project Management. Schwalbe, K. 3 <sup>rd</sup> edition (not the 4 <sup>th</sup> edition!); ISBN-10: 145 155 1649; ISBN-13: 978 145 155 1648; ASIN: B0054576QE  |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                |               |     |       |  |               |     |       |
| Details/peculiarities                         | <p>PC lab: Command of MS project will be tested in classweek 6 (computer test). Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class s/he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so s/he can assign him/her to a group. If s/he contacts the teacher after the first day of class, s/he can no longer take part in the group work.</p> <p>Professional product will be assessed through the reports &amp; presentations, active participation during workshops and guest lectures and individual computer test</p> |                      |                  |              |                  |                |               |     |       |  |               |     |       |

## SCM1 Supply Chain Management

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|--------------|---------------|-----|-------|
| Title of the educational unit                 | Supply Chain Management 1  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Module code                                   | IBVB13SCM1   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Period  | 1, 2, 3 and 4  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Study load                                    | 4 EC = 112 hours   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Learning Outcomes / Competencies              | <p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• describe and explain the major concepts of Supply Chain management;</li> <li>• describe and explain the major concepts of Logistics management;</li> <li>• understand the strategic role of logistics and supply chain management;</li> <li>• apply theory in near-realistic logistics management situations;</li> <li>• observe and evaluate the impact of logistics decision making in business situations. Competencies from the IBMS Professional Profile:</li> </ul> <p>Exam: P7.2 Project: P3.1, P4.2, P5.2, P6.1, P7.2, G2.2</p>   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Target group / Position within the curriculum | Compulsory module for IBMS students<br>Optional for exchange students  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Prerequisites                                 |  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Level   | Main Phase Bachelor: Year 2  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Course contents                               | <ul style="list-style-type: none"> <li>• Supply Chain Management Concept</li> <li>• The Logistics Pipeline (Inbound and Outbound Logistics Systems)</li> <li>• Role of Customer Service in Supply Chain Management and Logistics</li> <li>• Supply Chain Network Analysis (Product, Information and cash flows)</li> <li>• Supply Chain and Logistics decision making tools</li> </ul> <p>This module combines traditional lectures with workshops. During the workshop students, in teams, will engage in a simulated business environment, using the business simulation TOPSIM Logistics, which will require them to apply theory and evaluate the consequences of their actions taken.</p>   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Didactical form                               | Combination of lectures and seminars focused on project  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVB13SCM1A</td> <td>• 2</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment</td> <td>• IBVB13SCM1C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVB13SCM1A | • 2 | • 5.5 | • Assignment | • IBVB13SCM1C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |              |               |     |       |
| • Written exam                                | • IBVB13SCM1A  | • 2                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| • Assignment                                  | • IBVB13SCM1C  | • 2                  | • 5.5            |              |                  |                |               |     |       |              |               |     |       |
| Name of lecturer(s)/coach(es)                 | Ian Fitzgerald, Angeline van de Manakker, Thierry Bonsing  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Costs   | See literature below   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Literature                                    | <p><i>Managing Supply Chains, a logistics approach.</i> Coyle, Langley, Novack et al. South-Western learning- Cengage Learning, 9<sup>th</sup> international edition, 2012.<br/>ISBN-13: 978 111 153 3922 Hard copy: €66, e-book: €55 at<br/><a href="http://www.cengagebrain.co.uk/shop/isbn/111153392x">http://www.cengagebrain.co.uk/shop/isbn/111153392x</a></p>   |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Language of instruction                       | English  |                      |                  |              |                  |                |               |     |       |              |               |     |       |
| Details/peculiarities                         | <p>The assignment (IBVH3SCM1C) consists of performance assessment &amp; presentations)</p> <p>2 hour mass lecture for all students per week.</p> <p>2 x 3 hour workshops per week, focusing on the application of theoretical concepts, models and techniques to actual business situations, with the business simulation TOPSIM Logistics. Attendance of all workshops is compulsory (80% attendance required).</p> <p>Since groups will be formed in week 1, students are strongly advised to attend the first class. If a student cannot come to the first class, s/he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so s/he can assign him/her to a group. If the student contacts the teacher after the first day of class, s/he will no longer be able to take part in the group work.</p> |                      |                  |              |                  |                |               |     |       |              |               |     |       |

|                       |   |
|-----------------------|---|
| Details/peculiarities | <p>The assignment (IBVB13SCM1C) consists of performance assessment &amp; presentations)</p> <p>2 hour mass lecture for all students per week.</p> <p>2 x 3 hour workshops per week, focusing on the application of theoretical concepts, models and techniques to actual business situations, with the business simulation TOPSIM Logistics. Attendance of all workshops is compulsory (80% attendance required).</p> <p>Since groups will be formed in week 1, students are strongly advised to attend the first class. If a student cannot come to the first class, s/he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so s/he can assign him/her to a group. If the student contacts the teacher after the first day of class, s/he will no longer be able to take part in the group work.</p> |
|-----------------------|---|

## SMK1 Stock markets

| Field Name                                    | Description   |                |              |                  |
|---|---|----------------|--------------|------------------|
| Title of the educational unit                 | Stock Markets 1   |                |              |                  |
| Module code                                   | IBVB12SMK1  |                |              |                  |
| Year of study                                 | 2   |                |              |                  |
| Period  | 1, 2, 3 and 4   |                |              |                  |
| Year  | 2015-2016   |                |              |                  |
| Study load                                    | 2 EC = 56 hours   |                |              |                  |
| Learning Outcomes / Competencies              | <p>On the completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• understand the principles and concepts of the international stock markets;</li> <li>• demonstrate basic knowledge of the investment process, stock and bond valuation, technical and fundamental analysis, investment strategies, and options</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P1.2, P2.2, P5.2, P7.2, P8.2, G3.2, G7.2.</p> |                |              |                  |
| Target group / Position within the curriculum | Required module for all IBMS students, incl. BW students<br>Optional for exchange students  |                |              |                  |
| Prerequisites                                 |   |                |              |                  |
| Level   | Main Phase Bachelor: Year 2   |                |              |                  |
| Course contents                               | Since the eighties and nineties of the previous century, stock markets have a growing impact on economic life. Investors pay increasing attention to stocks domestically as well as internationally. Also, management of (international) companies needs basic understanding of how financial markets work.   |                |              |                  |
| Didactical form                               | Theory oriented module: Lectures  |                |              |                  |
| Assessment                                    | Assessment method(s)  | Osiris code(s) | Number of EC | Minimum grade(s) |
|   | • Written exam  | • IBVB12SMK1A  | • 2          | • 5.5            |
| Name of lecturer(s)/coach(es)                 | Maurice Cox LL.M.   |                |              |                  |
| Costs   | Approx. € 83  |                |              |                  |
| Literature                                    | Fundamentals of Investing. Gitman, L.J., Joehnk, M.D.; Pearson; 12 <sup>th</sup> edition, 2014; ISBN 978 1292 000275  |                |              |                  |
| Language of instruction                       | English   |                |              |                  |
| Details/peculiarities                         |   |                |              |                  |

## STA2 Inductive Statistics 2

| Field Name                                    | Description   |                      |                  |              |                  |                |              |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|--------------|-----|-------|
| Title of the educational unit                 | Inductive Statistics  |                      |                  |              |                  |                |              |     |       |
| Module code                                   | IBVH3STA2   |                      |                  |              |                  |                |              |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                |              |     |       |
| Period  | 1, 2, 3, 4  |                      |                  |              |                  |                |              |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |              |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                |              |     |       |
| Learning Outcomes / Competencies              | <p>On the completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the research context in which statistical problems are embedded;</li> <li>• Based on the understanding of the context, formulate the corresponding hypotheses in a methodical manner;</li> <li>• Choose the appropriate method to analyse and interpret data;</li> <li>• Perform simple probability test, hypothesis test to compare means between one variable and one constant, or between two variables, chi-square test to explore the relationship between two qualitative variables;</li> <li>• Relate the findings to the research context and interpret it in a meaningful way.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G4.2</p> |                      |                  |              |                  |                |              |     |       |
| Target group / Position within the curriculum | Compulsory module for IBMS students and articulation students<br>Optional for exchange students   |                      |                  |              |                  |                |              |     |       |
| Prerequisites                                 |   |                      |                  |              |                  |                |              |     |       |
| Level   | Main Phase Bachelor: Year 2   |                      |                  |              |                  |                |              |     |       |
| Course contents                               | Prepare and analyse data using quantitative methods   |                      |                  |              |                  |                |              |     |       |
| Didactical form                               | Seminars  |                      |                  |              |                  |                |              |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVH3STA2A</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam | • IBVH3STA2A | • 2 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |              |     |       |
| • Written exam                                | • IBVH3STA2A  | • 2                  | • 5.5            |              |                  |                |              |     |       |
| Name of lecturer(s)/coach(es)                 | Ning Ding, Xiaoyan Xu, Jan Roelf Scholtens  |                      |                  |              |                  |                |              |     |       |
| Costs   |   |                      |                  |              |                  |                |              |     |       |
| Literature                                    | Statistics for Management, 7 <sup>th</sup> Edition, Part Two, Syllabus Nr. 989.   |                      |                  |              |                  |                |              |     |       |
| Language of instruction                       | English   |                      |                  |              |                  |                |              |     |       |
| Details/peculiarities                         |   |                      |                  |              |                  |                |              |     |       |

## **Course outlines for the language modules**



## DUA<sub>1</sub> Dutch Language & Culture 1, level A

| Field Name                                    | Description   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|--------------------------|---------------|-----|-------|-----------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 1 level A  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Module code                                   | IBVP14DUA1  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Year of study                                 | 1   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Period  | 1 or 3  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached a mid A1 level as defined in the Common European Framework of Languages after this module; basic language skills are being developed.<br/>(source: <a href="http://www.pearsonlongman.com/ae/cef/cefguide.pdf">www.pearsonlongman.com/ae/cef/cefguide.pdf</a>)</p> <p>In the course book (p. 233-237) the learning outcomes are stated, as defined according to the European Framework of Languages.<br/>At the end of every chapter there is a section 'Reflection' where students can check if they possess the required skills. More specifically the student can:</p> <ul style="list-style-type: none"> <li>• introduce him/herself and others, use basic greeting and leave-taking expressions;</li> <li>• handle everyday expressions dealing with simple and concrete everyday needs, in clear, slow and repeated speech;</li> <li>• ask and answer simple questions; can give and follow simple instructions;</li> <li>• understand and give simple directions in traffic;</li> <li>• handle numbers, prices and time;</li> <li>• handle short social exchanges but s/he can't keep the conversation him/herself;</li> <li>• talk about him/herself;</li> <li>• make clear s/he doesn't understand, ask people to repeat / to speak more slowly.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students. Students with a German passport are excluded from taking the A-level of Dutch.<br>Optional for exchange students and articulation students  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Prerequisites                                 |   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Level   | First Year Bachelor   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Didactical form                               | Practical/Skills training<br>Theory oriented module: Lectures / Seminars  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• written exam (midterm)</td> <td>• IBVP14DUA1A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• written exam (final exam)</td> <td>• IBVP14DUA1E</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • written exam (midterm) | • IBVP14DUA1A | • 1 | • 5.5 | • written exam (final exam) | • IBVP14DUA1E | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                          |               |     |       |                             |               |     |       |
| • written exam (midterm)                      | • IBVP14DUA1A   | • 1                  | • 5.5            |              |                  |                          |               |     |       |                             |               |     |       |
| • written exam (final exam)                   | • IBVP14DUA1E   | • 2                  | • 5.5            |              |                  |                          |               |     |       |                             |               |     |       |
| Name of lecturer(s)/coach(es)                 | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Costs   | € 39,50   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Literature                                    | Nederlands in gang. de Boer, B., Lijmbach, B.; Coutinho; 1st edition, 2010; ISBN 978 904 690 2257.  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Language of instruction                       | Dutch, English  |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended.   |                      |                  |              |                  |                          |               |     |       |                             |               |     |       |

## DUA2 Dutch Language & Culture 2, level A

| Field Name                                    | Description   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
|---|---|----------------------|------------------|--------------|------------------|--------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|-------------|---------------|-----|--------|
| Title of the educational unit                 | Dutch Language & Culture 2 level A  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Module code                                   | IBVP14DUA2  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Year of study                                 | 1   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Period  | 2 or 4  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Year  | 2015-2016   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Learning Outcomes / Competencies              | <p>Students will have reached the end A1 level as defined in the Common European Framework of Languages after this module; basic language skills are being developed. (source: <a href="http://www.pearsonlongman.com/ac/cef/cefguide.pdf">www.pearsonlongman.com/ac/cef/cefguide.pdf</a>)</p> <p>In the course book (p. 233-237) the learning outcomes are stated, as defined according to the European Framework of Languages.</p> <p>At the end of every chapter there is a section 'Reflection' where students can check if they possess the required skills. More specifically the student can:</p> <ul style="list-style-type: none"> <li>• order food and drinks in a restaurant;</li> <li>• say if s/he likes it or not;</li> <li>• indicate if s/he wants to give a tip;</li> <li>• describe, compare and return clothing;</li> <li>• ask information about rooms and houses;</li> <li>• write an advert for living space;</li> <li>• explain common problems when seeing a doctor;</li> <li>• express him/herself in basic terms in past tense.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students. Students with a German passport are excluded from taking the A-level of Dutch. Optional for exchange students and articulation students   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Prerequisites                                 | DUA1 or equivalent is recommended   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Level   | First Year Bachelor   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Didactical form / type of course              | Practical/Skills training<br>Theory oriented module: lectures/seminars  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (midterm)</td> <td>• IBVP14DUA2A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVP14DUA2E</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Oral exam</td> <td>• IBVP14DUA2B</td> <td>• 1</td> <td>• pass</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam (midterm) | • IBVP14DUA2A | • 1 | • 5.5 | • Written exam (final) | • IBVP14DUA2E | • 1 | • 5.5 | • Oral exam | • IBVP14DUA2B | • 1 | • pass |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| • Written exam (midterm)                      | • IBVP14DUA2A   | • 1                  | • 5.5            |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| • Written exam (final)                        | • IBVP14DUA2E   | • 1                  | • 5.5            |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| • Oral exam                                   | • IBVP14DUA2B   | • 1                  | • pass           |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Name of lecturer(s)/coach(es)                 | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Estimated costs                               | €39,50  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Literature                                    | Nederlands in gang. de Boer, B., Lijmbach, B.; Coutinho; 1st edition, 2010; ISBN 978 904 690 2257   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Language of instruction                       | Dutch, English  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Details/peculiarities                         | Class attendance is strongly recommended.   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |

## DUA<sub>3</sub> Dutch Language & Culture 3, level A

| Field Name                                    | Description   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|----------------------------|-----|-------|------------------------|----------------------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 3 level A  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Module code                                   | IBVB14DUA <sub>3</sub>  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Period  | 1   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached the mid A2 level as defined in the Common European Framework for Languages after this module; basic language skills are being developed.</p> <p>In the course book (p.233-237) the learning outcomes are stated, as defined according to the Common European Framework of Languages.</p> <p>At the end of every chapter there is a section 'Reflection' where students can check if they possess the required skills. More specifically the student can:</p> <ul style="list-style-type: none"> <li>• Describe an event</li> <li>• Say that you do not understand something/someone</li> <li>• Ask and tell about work, studies, hobbies</li> <li>• Ask and give road directions</li> <li>• Ask for an opinion/give an opinion</li> <li>• Use small talk</li> <li>• Ask for information</li> <li>• Buy a train ticket</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Target group / Position within the curriculum | Optional module for all Main Phase students. Students with a German passport are excluded from the A-level of Dutch.  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Prerequisites                                 | DUA 1 and 2 or equivalent are strongly recommended  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Level   | Main Phase Bachelor   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Didactical form                               | Seminars/Tutorials  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB14DUA<sub>3</sub>A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB14DUA<sub>3</sub>E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB14DUA <sub>3</sub> A | • 1 | • 5.5 | • Written exam (final) | • IBVB14DUA <sub>3</sub> E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |                            |     |       |                        |                            |     |       |
| • Written exam (mid-term)                     | • IBVB14DUA <sub>3</sub> A  | • 1                  | • 5.5            |              |                  |                           |                            |     |       |                        |                            |     |       |
| • Written exam (final)                        | • IBVB14DUA <sub>3</sub> E  | • 1                  | • 5.5            |              |                  |                           |                            |     |       |                        |                            |     |       |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Costs   | Ca. €40   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Literature                                    | Nederlands in gang B. de Boer, M. van der Kamp, B. Lijmbach: 2010<br>Coutinho, Bussum.<br>ISBN: 978 904 690 225 7   |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Language of instruction                       | Dutch, English  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended  |                      |                  |              |                  |                           |                            |     |       |                        |                            |     |       |

## DUA4 Dutch Language & Culture 4, level A

| Field Name                                    | Description  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 4 level A   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14DUA4   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 2  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached the end A2 level as defined in the Common European Framework of Languages after this module; basic language skills are being developed.</p> <p>In the course book (233-237) the learning outcomes are stated, as defined according to the European Framework of Languages.</p> <p>At the end of every chapter there is a 'Reflection' where students can check if they possess the required skills. More specifically the student can:</p> <ul style="list-style-type: none"> <li>• Tell about a trip</li> <li>• Describe what they see</li> <li>• Buy a ticket for the film</li> <li>• Ask information about films</li> <li>• Describe a problem</li> <li>• Make a phone call</li> <li>• Describe an event</li> <li>• Ask and give advice</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all second year students. Students with a German passport are excluded from the A-level of Dutch.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | DUA 1 – 3 are strongly recommended   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Main Phase Bachelor  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars/tutorials   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB14DUA4A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB14DUA4E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB14DUA4A | • 1 | • 5.5 | • Written exam (final) | • IBVB14DUA4E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (mid-term)                     | • IBVB14DUA4A  | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVB14DUA4E  | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | Ca.€40   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | Nederlands in gang; B. de Boer, M. van der Kamp, B. Lijmbach 2010: Coutinho, Bussum.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | English, Dutch   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## DUA5 Dutch Language & Culture 5, level A

| Field Name                                    | Description  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 5 level A   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB15DUA5   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 3  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached the A2 level for writing as defined in the Common European Framework of Reference for Languages after this module.</p> <p>More specifically the student can:</p> <ul style="list-style-type: none"> <li>• Write simple personal letters</li> <li>• Write a simple letter, giving and asking for information</li> <li>• Write a simple invitation</li> <li>• Write a simple job vacancy</li> <li>• Write a simple application letter</li> <li>• Write a simple personal profile</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students. Students with a German passport are excluded from taking the A-level of Dutch.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | DUA 1-4 are strongly recommended   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Main Phase Bachelor  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars/tutorials   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB15DUA5A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB15DUA5E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB15DUA5A | • 1 | • 5.5 | • Written exam (final) | • IBVB15DUA5E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (mid-term)                     | • IBVB15DUA5A  | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVB15DUA5E  | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | n.a.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | Digital syllabus   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | Dutch and English  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | Important: the midterm and final exam will be held in respectively week 4 and week 7.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## DUA6 Dutch Language & Culture 6, level A

| Field Name  | Description  |  |  |              |                  |   |  |  |  |
|---|--|--|--|--------------|------------------|---|--|--|--|
| Title of the educational unit   | Dutch Language & Culture 6 level A   |  |  |              |                  |   |  |  |  |
| Module code   | IBVB14DUA 6  |  |  |              |                  |   |  |  |  |
| Year of study   | 2  |  |  |              |                  |   |  |  |  |
| Period  | 4  |  |  |              |                  |   |  |  |  |
| Year  | 2015-2016  |  |  |              |                  |   |  |  |  |
| Study load  | 2 EC = 56 hours  |  |  |              |                  |   |  |  |  |
| Learning Outcomes / Competencies  | <p>Students will have reached the A2 level for speaking as defined in the Common European Framework of Reference for Languages after this module.<br/>More specifically the student:</p> <ul style="list-style-type: none"> <li>• Can use a series of phrases and sentences to present a business related topic in simple terms</li> <li>• Can start a conversation, keep talking and end the conversation</li> <li>• Can say what they like and dislike</li> <li>• Can give an opinion about a study or business related topic</li> <li>• Can say that they agree or disagree</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |  |  |              |                  |   |  |  |  |
| Target group / Position within the curriculum   | Optional module for all IBMS students. Students with a German passport are excluded from taking the A-level of Dutch.  |  |  |              |                  |   |  |  |  |
| Prerequisites   | DUA 1-5 are strongly recommended   |  |  |              |                  |   |  |  |  |
| Level   | Main Phase Bachelor  |  |  |              |                  |   |  |  |  |
| Course contents   | See Blackboard   |  |  |              |                  |   |  |  |  |
| Didactical form   | Seminars/tutorials   |  |  |              |                  |   |  |  |  |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Assignment 1 (presentation mid-term)</li> <li>• Assignment 2 (presentation final)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• IBVB14DUA6C</li> <li>• IBVB14DUA6D</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 1</li> <li>• 1</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> </td> </tr> </tbody> </table>   | Assessment method(s)   | Progress code(s)   | Number of EC | Minimum grade(s) | <ul style="list-style-type: none"> <li>• Assignment 1 (presentation mid-term)</li> <li>• Assignment 2 (presentation final)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14DUA6C</li> <li>• IBVB14DUA6D</li> </ul> | <ul style="list-style-type: none"> <li>• 1</li> <li>• 1</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Assessment method(s)  | Progress code(s)   | Number of EC   | Minimum grade(s)   |              |                  |   |  |  |  |
| <ul style="list-style-type: none"> <li>• Assignment 1 (presentation mid-term)</li> <li>• Assignment 2 (presentation final)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14DUA6C</li> <li>• IBVB14DUA6D</li> </ul>   | <ul style="list-style-type: none"> <li>• 1</li> <li>• 1</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |              |                  |   |  |  |  |
| Name of lecturer/coach  | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold   |  |  |              |                  |   |  |  |  |
| Costs   | n.a.   |  |  |              |                  |   |  |  |  |
| Literature  | Digital syllabus   |  |  |              |                  |   |  |  |  |
| Language of instruction   | Dutch and English  |  |  |              |                  |   |  |  |  |
| Details/peculiarities   | Important: in week 4 and week 7 there will be a compulsory oral assessment.  |  |  |              |                  |   |  |  |  |

## DUB<sub>1</sub> Dutch Language & Culture 1, level B

| Field Name                                    | Description  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|--------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 1 level B   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Module code                                   | IBVP14DUB1   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Year of study                                 | 1  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Period  | 3  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached the end A1 level as defined in the Common European Framework of Languages after this module; basic language skills are being developed.<br/>(source: <a href="http://www.pearsonlongman.com/ae/cef/cefguide.pdf">www.pearsonlongman.com/ae/cef/cefguide.pdf</a>)</p> <p>More specifically the student can:</p> <ul style="list-style-type: none"> <li>• understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• introduce him/herself and others and can ask and answer questions about personal details such as where s/he lives, people s/he knows and things s/he has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Prerequisites                                 | Some knowledge of German is required, because of the method used.  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Level   | First Year Bachelor  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Didactical form                               | Practical/Skills training<br>Theory oriented module: Lectures / Seminars   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (midterm)</td> <td>• IBVP14DUB1A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVP14DUB1E</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam (midterm) | • IBVP14DUB1A | • 1 | • 5.5 | • Written exam (final) | • IBVP14DUB1E | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                          |               |     |       |                        |               |     |       |
| • Written exam (midterm)                      | • IBVP14DUB1A  | • 1                  | • 5.5            |              |                  |                          |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVP14DUB1E  | • 2                  | • 5.5            |              |                  |                          |               |     |       |                        |               |     |       |
| Name of lecturer(s)/coach(es)                 | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Costs   | € 35   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Literature                                    | <i>In de startblokken, Nederlands voor Duitstaligen.</i> de Boer, B.; Coutinho; 2009; ISBN: 978 904 690 1465   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Language of instruction                       | Dutch  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended.  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |

## DUB2 Dutch Language & Culture 2, level B

| Field Name                                    | Description   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
|---|---|----------------------|------------------|--------------|------------------|--------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|-------------|---------------|-----|--------|
| Title of the educational unit                 | Dutch Language & Culture 2 level B  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Module code                                   | IBVP14DUB2  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Year of study                                 | 1   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Period  | 4   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Year  | 2015-2016   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Learning Outcomes / Competencies              | <p>Students will have reached the end A2 level as defined in the Common European Framework of Languages after this module; basic language skills are being developed.<br/>(source: <a href="http://www.pearsonlongman.com/ae/cef/cefguide.pdf">www.pearsonlongman.com/ae/cef/cefguide.pdf</a>)</p> <p>More specifically the student can:</p> <ul style="list-style-type: none"> <li>• understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters;</li> <li>• describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need</li> </ul> <p>• Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students<br>Optional for exchange students  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Prerequisites                                 | Some knowledge of German is required because of the method used.  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Level   | First Year Bachelor   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Didactical form / type of course              | Practical/Skills training<br>Theory oriented module: lectures/seminars  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (midterm)</td> <td>• IBVP14DUB2A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVP14DUB2E</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Oral exam</td> <td>• IBVP14DUB2B</td> <td>• 1</td> <td>• pass</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam (midterm) | • IBVP14DUB2A | • 1 | • 5.5 | • Written exam (final) | • IBVP14DUB2E | • 1 | • 5.5 | • Oral exam | • IBVP14DUB2B | • 1 | • pass |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| • Written exam (midterm)                      | • IBVP14DUB2A   | • 1                  | • 5.5            |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| • Written exam (final)                        | • IBVP14DUB2E   | • 1                  | • 5.5            |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| • Oral exam                                   | • IBVP14DUB2B   | • 1                  | • pass           |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Name of lecturer(s)/coach(es)                 | Koos Fidder, Ilse Dollekamp, Klaske Kamstra, Hilde Stuurwold  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Estimated costs                               | €35   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Literature                                    | In de startblokken, Nederlands voor Duitstaligen. de Boer, B.; Coutinho; 2009; ISBN 978 904 690 1465  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Language of instruction                       | Dutch   |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |
| Details/peculiarities                         | Class attendance is strongly recommended  |                      |                  |              |                  |                          |               |     |       |                        |               |     |       |             |               |     |        |

## DUB<sub>3</sub> Dutch Language & Culture 3, level B

| Field Name                                    | Description   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 3 level B  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14DUB3  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 1   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached the mid B<sub>1</sub> level as defined in the Common European Framework of Languages after this module.</p> <p>In the course book (p. 315) the learning outcomes are stated, as defined according to the European Framework of Languages.<br/>More specifically the student can:</p> <ul style="list-style-type: none"> <li>• make notes</li> <li>• exchange information</li> <li>• compare data</li> <li>• discuss</li> <li>• make a summary</li> <li>• give an explanation</li> <li>• write a report</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G3.1 and P2.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all second year students.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | DUB <sub>1</sub> and DUB <sub>2</sub> are strongly recommended  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Main Phase Bachelor   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars/tutorials  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• written exam (mid-term)</td> <td>• IBVB14DUB3A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• written exam (final)</td> <td>• IBVB14DUB3E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • written exam (mid-term) | • IBVB14DUB3A | • 1 | • 5.5 | • written exam (final) | • IBVB14DUB3E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • written exam (mid-term)                     | • IBVB14DUB3A   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • written exam (final)                        | • IBVB14DUB3E   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | €42,50  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | Op naar de eindstreep. H. Taks, K. Verbruggen 2010. Coutinho, Bussum.<br>ISBN: 978 90 469 0149 6  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | Dutch   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## DUB4 Dutch Language & Culture 4, level B

| Field Name                                    | Description   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 4 level B  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14DUB4  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes/<br>Competencies            | <p>Students will have reached the end B2 level as defined in the Common European Framework of Languages after this module. In the course book (p. 315) the learning outcomes are stated, as defined according to the European Framework of Languages.</p> <p>More specifically the student can:</p> <ul style="list-style-type: none"> <li>• make notes</li> <li>• give an opinion</li> <li>• look for and share information</li> <li>• compare graphs</li> <li>• give a short presentation</li> <li>• reach consensus</li> <li>• make and conduct a survey</li> <li>• describe a table or diagram</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G3.1 and P2.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all second year students.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | DUB1-3 are strongly recommended   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Main Phase Bachelor   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars/tutorials  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• written exam (mid-term)</td> <td>• IBVB14DUB4A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• written exam (final)</td> <td>• IBVB14DUB4E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • written exam (mid-term) | • IBVB14DUB4A | • 1 | • 5.5 | • written exam (final) | • IBVB14DUB4E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • written exam (mid-term)                     | • IBVB14DUB4A   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • written exam (final)                        | • IBVB14DUB4E   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | €42,50  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | Op naar de eindstreep. Taks, H.; Verbruggen K. Coutinho, Bussum, 2010.<br>ISBN: 978 90 469 0149 6   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | Dutch   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## DUB5 Dutch Language & Culture 5, level B

| Field Name                                    | Description   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Dutch Language & Culture 5 level B  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB15DUB 5   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 3   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>Students will have reached the B2 level for writing as defined in the Common European Framework of Reference for Languages after this module.</p> <p>More specifically the student can:</p> <ul style="list-style-type: none"> <li>• Write personal letters</li> <li>• Write a letter, giving and asking for information</li> <li>• Write an invitation</li> <li>• Write a letter of complaint</li> <li>• Write a job vacancy</li> <li>• Write an application letter</li> <li>• Write a CV</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS and BW students.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | Some knowledge of German is required because of the method used.<br>DUB 1-4 are strongly recommended  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Main Phase Bachelor   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars/tutorials  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• written exam (mid-term)</td> <td>• IBVB15DUB5A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• written exam (final)</td> <td>• IBVB15DUB5E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • written exam (mid-term) | • IBVB15DUB5A | • 1 | • 5.5 | • written exam (final) | • IBVB15DUB5E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • written exam (mid-term)                     | • IBVB15DUB5A   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • written exam (final)                        | • IBVB15DUB5E   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | n.a.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | Digital syllabus  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | Dutch   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | Important: the midterm and final exams will be held in respectively week 4 and week 7.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## DUB6 Dutch Language & Culture 6, level B

| Field Name                                    | Description  |   |   |   |
|---|--|---|---|---|
| Title of the educational unit                 | Dutch Language & Culture 6 level B   |   |   |   |
| Module code                                   | IBVB14DUB 6  |   |   |   |
| Year of study                                 | 2  |   |   |   |
| Period  | 4  |   |   |   |
| Year  | 2015-2016  |   |   |   |
| Study load                                    | 2 EC = 56 hours  |   |   |   |
| Learning Outcomes / Competencies              | <p>Students will have reached the B2 level for speaking as defined in the Common European Framework of Reference for Languages after this module.</p> <p>More specifically the student:</p> <ul style="list-style-type: none"> <li>• presents clear, detailed descriptions on a wide range of subjects related to business;</li> <li>• explains a viewpoint on a topical issue giving the advantages and disadvantages of various options.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |   |   |   |
| Target group / Position within the curriculum | Optional module for all IBMS students.   |   |   |   |
| Prerequisites                                 | Some knowledge of German is required because of the method used.<br>DUB 1-5 are strongly recommended   |   |   |   |
| Level   | Main Phase Bachelor  |   |   |   |
| Course contents                               | See Blackboard   |   |   |   |
| Didactical form                               | Seminars/tutorials   |   |   |   |
| Assessment                                    | Assessment method(s) <ul style="list-style-type: none"> <li>• Assignment (presentation mid-term)</li> <li>• Assignment (presentation final)</li> </ul>   | Progress code(s) <ul style="list-style-type: none"> <li>• IBVB14DUB6C</li> <li>• IBVB14DUB6D</li> </ul> | Number of EC <ul style="list-style-type: none"> <li>• 1</li> <li>• 1</li> </ul> | Minimum grade(s) <ul style="list-style-type: none"> <li>• 5.5</li> <li>• 5.5</li> </ul> |
| Name of lecturer/coach                        | Koos Fidder, Ilse Dollekamp, Hilde Stuurwold   |   |   |   |
| Costs   | n.a.   |   |   |   |
| Literature                                    | Digital syllabus   |   |   |   |
| Language of instruction                       | Dutch  |   |   |   |
| Details/peculiarities                         | Important: In week 4 and week 7 there will be a compulsory oral assessment.  |   |   |   |

## FRA1 French Language & Culture 1, level A

| Field Name                                    | Description   |                      |                  |              |                  |             |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|-------------|---------------|-----|-------|
| Title of the educational unit                 | French Language & Culture 1 level A   |                      |                  |              |                  |             |               |     |       |
| Module code                                   | IBVP14FRA1  |                      |                  |              |                  |             |               |     |       |
| Year of study                                 | 1   |                      |                  |              |                  |             |               |     |       |
| Period  | 3   |                      |                  |              |                  |             |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |             |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |             |               |     |       |
| Learning Outcomes / Competencies              | <p>After this module students should have gone through the mid A1 level as identified in the Common European Framework of Languages with regard to listening skills, spoken interaction, reading skills and writing skills.</p> <p>More specifically the student:</p> <ul style="list-style-type: none"> <li>• can introduce her/himself and others, use basic greeting and leave-taking expressions;</li> <li>• can handle everyday expressions dealing with simple and concrete everyday needs, in clear, slow and repeated speech;</li> <li>• can ask and answer simple questions; can give and follow simple instructions;</li> <li>• can understand and give simple directions how to get from X to Y, by foot or public transport;</li> <li>• can handle numbers, prices and time;</li> <li>• can handle very short social exchanges, but s/he can't keep the conversation going him/herself;</li> <li>• can talk about him/herself;</li> <li>• can handle strategies like saying s/he doesn't understand, asking somebody to repeat what they said / to speak more slowly.</li> </ul> <p>Competencies from professional profile:<br/>G3.1 and P2.1</p> |                      |                  |              |                  |             |               |     |       |
| Target group / Position within the curriculum | Optional for students IBMS/BW   |                      |                  |              |                  |             |               |     |       |
| Prerequisites                                 | none  |                      |                  |              |                  |             |               |     |       |
| Level   | First Year Bachelor   |                      |                  |              |                  |             |               |     |       |
| Course contents                               | Based on Colloquial French chapter 1-4 + Activities on BB: Making contact. Talking about nationalities. Talking about identity and jobs. Finding your way around. Asking and giving directions. Enquiring about shops, restaurants and other services. Ordering food and drinks. Asking what a word means. Talking about likes and dislikes. Addressing family and close friends. Talking about time. Describing regular actions and events. Talking about leisure interests.   |                      |                  |              |                  |             |               |     |       |
| Didactical form                               | Practical/Skills training   |                      |                  |              |                  |             |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Assessment method(s)</th> <th style="width: 20%;">Osiris code(s)</th> <th style="width: 20%;">Number of EC</th> <th style="width: 20%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Oral exam</td> <td>• IBVP14FRA1B</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Oral exam | • IBVP14FRA1B | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |             |               |     |       |
| • Oral exam                                   | • IBVP14FRA1B   | • 3                  | • 5.5            |              |                  |             |               |     |       |
| Name of lecturer(s)/coach(es)                 | Catherine Quaak   |                      |                  |              |                  |             |               |     |       |
| Costs   | € 21,68 (+ recommended literature € 46,29)  |                      |                  |              |                  |             |               |     |       |
| Literature                                    | <p>Colloquial French, <i>The Complete Language Course for Beginners</i>. Demouy, V., Moys, A.; Routledge, 2005; ISBN 978 041 534 0137</p> <p>Blackboard : IBMS FRENCH 1 &amp; 2 (FRA1 + FRA2) → FRENCH 1</p> <p>Recommended: <i>Concise French Dictionary (Fr/Eng-Eng/Fr)</i>; Robert C. Harpercollins, 2011; ISBN 978 000 739 3626</p>   |                      |                  |              |                  |             |               |     |       |
| Language of instruction                       | English + French  |                      |                  |              |                  |             |               |     |       |
| Details/peculiarities                         | Class attendance 80% in order to fulfill practice role plays in pairs during class : Making contact / Asking and giving directions / Ordering food and drink in a restaurant / Talking about study and leisure interests. Oral exam = Spoken interaction is tested by an oral exam in pairs (about 5 minutes) See Bb for detailed information.  |                      |                  |              |                  |             |               |     |       |

## FRA2 French Language & Culture 2, level A

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | French Language & Culture 2 level A  |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVP14FRA2   |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 1  |                      |                  |              |                  |                |               |     |       |
| Period  | 4  |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>After this module students should have reached the end A1 level as identified in the Common European Framework of Languages with regards to listening skills, spoken interaction, reading skills and writing skills.</p> <p>More specifically the student:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce her/himself and others and can ask and answer questions about personal details such as where s/he lives, people s/he knows and things s/he has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help;</li> <li>• can say what s/he is going to do;</li> <li>• can make a polite request, can get information;</li> <li>• can make very simple telephone calls;</li> <li>• can handle quantities and prices;</li> <li>• can make travel arrangements;</li> <li>• can read simple information;</li> <li>• can write sentences and simple phrases about her/himself.</li> </ul> <p>Competencies from professional profile:<br/>G3.1 and P2.1</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Optional for students IBMS/BW  |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | FRA1 or equivalent is recommended  |                      |                  |              |                  |                |               |     |       |
| Level   | First Year Bachelor  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | Based on Colloquial French Chapter 5, 6, 7, 8, 9, 10 + activities on BB: Making holiday plans and saying what you're going to do. Doing the shopping. Quantities and prices. How to make travel arrangements. Talking about things you have to do or can do. Talking about past events.  |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Practical/Skills training  |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Assessment method(s)</th> <th style="width: 20%;">Osiris code(s)</th> <th style="width: 15%;">Number of EC</th> <th style="width: 35%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVP14FRA2A</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVP14FRA2A | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVP14FRA2A  | • 3                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Catherine Quaak  |                      |                  |              |                  |                |               |     |       |
| Costs   | € 21,68 (+recommended literature € 46,29)  |                      |                  |              |                  |                |               |     |       |
| Literature                                    | <p>Colloquial French, <i>The Complete Language Course for Beginners</i>. Demouy, V., Moys, A.; Routledge, 2005; ISBN 978 041 534 0137</p> <p>Recommended:<br/><i>Concise French Dictionary (Fr/Eng-Eng/Fr)</i>; Robert C.Harpercollins, 2011; ISBN 978 000 739 3626</p> <p>Blackboard : IBMS FRENCH 1 &amp; 2 (FRA1 + FRA2) → FRENCH 2</p>   |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English and/or French  |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         | Class attendance is strongly recommended in order to fulfill the assignments during class: Talking about holiday plans / Doing the shopping / Making travel arrangements / Talking about past events / Talking about Paris.  |                      |                  |              |                  |                |               |     |       |

## FRA3 French Language & Culture 3, level A

| Field Name                                    | Description  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
|---|--|----------------------|------------------|--------------|---------------|-------------------------------|---------------|-----|-------|---------------------------------------|---------------|-----|--------|
| Title of the educational unit                 | French Language & Culture 3 level A  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Module code                                   | IBVB14FRA3   |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Year of study                                 | 2  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Period  | 1  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Year  | 2015-2016  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Learning Outcomes / Competencies              | <p>After this module students should have reached the low A2 level as identified in the Common European Framework of Languages with regard to listening skills, spoken interaction, reading skills in a business environment.</p> <p>More specifically the student, based on relevant vocabulary and grammar:</p> <ul style="list-style-type: none"> <li>• introduces her/himself and others in a business environment;</li> <li>• welcomes visitors in a company;</li> <li>• handles business related telephone calls;</li> <li>• understands the main points of clear standard speech on business matters;</li> <li>• reads articles and understands simple business related texts;</li> <li>• gives a brief presentation of a French city;</li> <li>• knows how to get relevant information about France;</li> <li>• reflects on cultural aspects influencing business relations.</li> </ul> <p>Competencies from professional profile:<br/>G3.1 and P2.1</p> |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students.<br>Optional for exchange students  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Prerequisites                                 | FRA1-2 or equivalent is recommended  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Level   | Main Phase Bachelor  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Course contents                               | Based on the materials of "français.com"INTERMÉDIAIRE, Unit 1 + 2 + 3 + Cahier d'exercices + Blackboard - The focus will be on business related spoken language: how to introduce yourself professionally, how to make/change appointments by phone, how to do a presentation of a French city, being aware of cultural differences.   |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Didactical form                               | Practical/Skills training  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Assessment method(s)</th> <th style="width: 20%;">Progress code(s)</th> <th style="width: 15%;">Number of EC</th> <th style="width: 35%;">Minimum grade</th> </tr> </thead> <tbody> <tr> <td>• Written Exam (midterm test)</td> <td>• IBVB14FRA3A</td> <td>• 1</td> <td>• 5-5</td> </tr> <tr> <td>• Assignment Ind.Presentation (final)</td> <td>• IBVB14FRA3C</td> <td>• 1</td> <td>• Pass</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade | • Written Exam (midterm test) | • IBVB14FRA3A | • 1 | • 5-5 | • Assignment Ind.Presentation (final) | • IBVB14FRA3C | • 1 | • Pass |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade    |              |               |                               |               |     |       |                                       |               |     |        |
| • Written Exam (midterm test)                 | • IBVB14FRA3A  | • 1                  | • 5-5            |              |               |                               |               |     |       |                                       |               |     |        |
| • Assignment Ind.Presentation (final)         | • IBVB14FRA3C  | • 1                  | • Pass           |              |               |                               |               |     |       |                                       |               |     |        |
| Name of lecturer(s)/coach(es)                 | Catherine Quaak  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Costs   | €33,70   |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Literature                                    | <p><i>français.com: méthode de français professionnel et des affaires</i> INTERMÉDIAIRE 2e édition; Penfornis J.L.; CLÉ INTERNATIONAL, Janvier 2012; Livre de l'élève; ISBN: 978-2-09-038038-5</p> <p><i>français.com: méthode de français professionnel et des affaires</i> INTERMÉDIAIRE 2e édition; Penfornis, J.L.; CLÉ INTERNATIONAL, Janvier 2012; Cahier d'exercices; ISBN: 978-2-09-038039-2</p> <p>Blackboard : IBMS FRENCH 3 &amp; 4 (FRA3 + FRA4) → FRENCH 3</p> <p>Read/Glance through websites and French magazines available at the media center.</p>  |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |
| Language of instruction                       | English / French   |                      |                  |              |               |                               |               |     |       |                                       |               |     |        |

|                       |  |
|-----------------------|--|
| Details/peculiarities | <p>Class attendance is compulsory the first week and highly recommended during week 2 to week 4, in order to pass the mid-term written exam.</p> <p>Week 6, 7 and 8 are meant for oral assignments: introducing yourself professionally/ welcoming a visitor in a company/ business related telephone call and individual PPT presentation of a French city.</p> |
|-----------------------|--|

## FRA4 French Language & Culture 4, level A

| Field Name                                    | Description  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
|---|--|----------------------|------------------|--------------|------------|-------------------------------|---------------|-----|-------|---|---------------|-----|--------|
| Title of the educational unit                 | French Language & Culture 4 level A  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Module code                                   | IBVB14FRA4   |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Year of study                                 | 2  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Period  | 2  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Year  | 2015-2016  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Learning Outcomes / Competencies              | <p>After this module students should have reached the mid A2 level as identified in the Common European Framework of Languages with regard to listening skills, spoken interaction, reading skills and writing skills in a business environment.</p> <p>More specifically the student, based on relevant vocabulary and grammar:</p> <ul style="list-style-type: none"> <li>• makes hotel reservations for business;</li> <li>• makes small talk at business lunch (déjeuner d'affaires);</li> <li>• handles and solves problems in a hotel or a restaurant;</li> <li>• understands the main points of clear standard speech on business matters;</li> <li>• talks about a company, its activities and its products;</li> <li>• fills in a fiche d'entreprise of a company;</li> <li>• talks about the stock market and share prices;</li> <li>• compares companies based on turnover/sales figures/market share;</li> <li>• knows what to do in case of living and working in France;</li> <li>• writes emails and writes complaints.</li> </ul> <p>Competencies from professional profile:<br/>G3.1 and P2.1</p> |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students.<br>Optional for exchange students  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Prerequisites                                 | FRA1-3 or equivalent is recommended  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Level   | Main Phase Bachelor  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Course contents                               | <p>Based on the materials of "français.com" INTERMÉDIAIRE, Unit 4 + 5 + 6 + Cahier d'exercices + Blackboard – The focus will be on business related spoken and written language:</p> <p>How to arrange a business trip, how to make a hotel reservation, how to write a complaint, how to handle small talk during business lunch, how to analyse and compare company figures, how to comment on graphs, how to compare performance, how to write an email, how to take cultural aspects into account.</p>   |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Didactical form                               | Practical/Skills training  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Assessment method(s)                          | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Assessment method(s)</th> <th style="width: 20%;">Progress code(s)</th> <th style="width: 15%;">Number of EC</th> <th style="width: 25%;">Min. grade</th> </tr> </thead> <tbody> <tr> <td>• Written exam (midterm test)</td> <td>• IBVB14FRA4A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Assignment group presentation (final)</td> <td>• IBVB14FRA4C</td> <td>• 1</td> <td>• Pass</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Min. grade | • Written exam (midterm test) | • IBVB14FRA4A | • 1 | • 5.5 | • Assignment group presentation (final) | • IBVB14FRA4C | • 1 | • Pass |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Min. grade       |              |            |                               |               |     |       |   |               |     |        |
| • Written exam (midterm test)                 | • IBVB14FRA4A  | • 1                  | • 5.5            |              |            |                               |               |     |       |   |               |     |        |
| • Assignment group presentation (final)       | • IBVB14FRA4C  | • 1                  | • Pass           |              |            |                               |               |     |       |   |               |     |        |
| Name of lecturer(s)/coach(es)                 | Catherine Quaak  |                      |                  |              |            |                               |               |     |       |   |               |     |        |
| Costs   | €33,70   |                      |                  |              |            |                               |               |     |       |   |               |     |        |

|                         |   |
|-------------------------|---|
| Literature              | <p>français.com : méthode de français professionnel et des affaires INTERMÉDIAIRE 2e édition; Jean-Luc Penfornis; CLÉ INTERNATIONAL, Janvier 2012; Livre de l'élève; ISBN: 978-2-09-038038-5</p> <p>français.com: méthode de français professionnel et des affaires INTERMÉDIAIRE 2e édition; Jean-Luc Penfornis; CLÉ INTERNATIONAL, Janvier 2012; Cahier d'exercices; ISBN: 978-2-09-038039-2</p> <p>Blackboard : IBMS FRENCH 3 &amp; 4 (FRA<sub>3</sub> + FRA<sub>4</sub>) → FRENCH 3</p> <p>Read/Glance through websites and French magazines available at the media center.</p> |
| Language of instruction | English and French  |
| Details/peculiarities   | <p>Class attendance is compulsory the first week and highly recommended during week 2 to week 4, in order to pass the mid-term written exam.</p> <p>Week 6, 7 and 8 are meant for oral assignments: talking about French companies and business in France and group PPT presentation of a French company.</p>   |

## FRA5 French Language & Culture 5 level A

| Field Name                                    | Description   |
|---|---|
| Title of the educational unit                 | French Language & Culture 5 level A   |
| Module code                                   | IBVB14FRA5  |
| Year of study                                 | 2   |
| Period  | 3   |
| Year  | 2015-2016   |
| Study load                                    | 2 EC = 56 hours   |
| Learning Outcomes / Competencies              | <p>All French modules contribute to the general competency for interpersonal competence in communication oral and written. At the end of this module students should have reached end A2/low B1 level as defined in the CEF.</p> <p>More specifically the student, based on relevant vocabulary and grammar and based on knowledge of the French Job Environment:</p> <ul style="list-style-type: none"> <li>• plans a career in France;</li> <li>• finds a placement and/or a job in France;</li> <li>• communicates about companies in French;</li> <li>• identifies placements/jobs that fit the IBMS profile and his personal wishes/competencies;</li> <li>• communicates about the personal and professional qualities /competencies in French in recruitment settings;</li> <li>• writes a CV according to French requirements;</li> <li>• writes an application letter according to French requirements;</li> <li>• is able to do a job interview in French.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G3.1 and P2.1</p> |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students.<br>Optional for exchange students   |
| Prerequisites                                 | FRA1-4 or equivalent is recommended   |
| Level   | Main Phase Bachelor   |
| Course contents                               | <p>Based on information in:<br/>"français.com" INTERMÉDIAIRE, Livre de l'élève Unité 7 + 8<br/>"français.com" INTERMÉDIAIRE, Cahier d'exercices Unité 7 + 8</p> <p>The student will:<br/>Study the French job environment: practice finding vacancies, analysing vacancies;<br/>Study and communicate about their career using French: making a SWOT-analysis of themselves, writing and analyzing CV's, application letters and job interviews;<br/>make a career plan, a CV and a letter of application.</p> <p>Students will eventually have the opportunity to do a job interview with a French professional.</p>   |
| Didactical form                               | Practical/Skills training   |

|                               |  |                                   |                     |                        |
|-------------------------------|--|-----------------------------------|---------------------|------------------------|
| Assessment                    | Assessment method(s)<br>• Assignment (portfolio to hand in)  | Progress code(s)<br>• IBVB14FRA5C | Number of EC<br>• 2 | Minimum grade<br>• 5.5 |
| Name of lecturer(s)/coach(es) | Catherine Quaak  |                                   |                     |                        |
| Costs                         | €33,70   |                                   |                     |                        |
| Literature                    | <i>français.com: méthode de français professionnel et des affaires INTERMÉDIAIRE 2e édition; Penfornis J.L.; CLÉ INTERNATIONAL, Janvier 2012; Livre de l'élève; ISBN: 978-2-09-038038-5</i><br><i>français.com: méthode de français professionnel et des affaires INTERMÉDIAIRE 2e édition; Penfornis, J.L.; CLÉ INTERNATIONAL, Janvier 2012; Cahier d'exercices; ISBN: 978-2-09-038039-2</i><br>Blackboard : IBMS FRENCH 5 & 6 (FRA5 + FRA6) → FRENCH 5<br>Read/Glance through websites and French magazines available at the media center. |                                   |                     |                        |
| Language of instruction       | English and French   |                                   |                     |                        |
| Details/peculiarities         | Class attendance is compulsory the first week and highly recommended during week 2 to week 8<br><br>Week 8 : Hand in your portfolio  |                                   |                     |                        |

## FRA6 French Language & Culture 6, level A

| Field Name                                    | Description  |   |   |   |
|---|--|---|---|---|
| Title of the educational unit                 | French Language & Culture 6 level A  |   |   |   |
| Module code                                   | IBVB14FRA6   |   |   |   |
| Year of study                                 | 2  |   |   |   |
| Period  | 4  |   |   |   |
| Year  | 2015-2016  |   |   |   |
| Study load                                    | 2 EC = 56 hours  |   |   |   |
| Learning Outcomes / Competencies              | <p>All French modules contribute to the general competency for interpersonal competence in communication oral and written. At the end of this module students should have reached low B1 level as defined in the CEF.</p> <p>More specifically the student, based on relevant vocabulary and grammar:</p> <ul style="list-style-type: none"> <li>• reformulates what has been said, replies adequately, makes objections;</li> <li>• asks the right questions for an interview;</li> <li>• presents a topic adequately using linking words;</li> <li>• compares the French communication style with other countries;</li> <li>• discusses topics like “Work opportunities in France”, “The impact of globalization on France”, “L’État Français et les entreprises”, “The French Grandes Écoles system”, latest and breaking French news.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>G3.1 and P2.1</p> |   |   |   |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students.<br>Optional for exchange students  |   |   |   |
| Prerequisites                                 | FRA1-5 or equivalent is recommended  |   |   |   |
| Level   | Main Phase Bachelor  |   |   |   |
| Course contents                               | Based on “français.com” INTERMÉDIAIRE, Unit 9+10 + Blackboard and French newspapers. The focus will be on French communication style and discussions about typical French issues.  |   |   |   |
| Didactical form                               | Project  |   |   |   |
| Assessment                                    | Assessment method(s)<br><ul style="list-style-type: none"> <li>• Assignment</li> <li>• Group presentation</li> </ul>   | Progress code(s)<br><ul style="list-style-type: none"> <li>• IBVB14FRA6C</li> </ul> | Number of EC<br><ul style="list-style-type: none"> <li>• 2</li> </ul> | Min. grade<br><ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Name of lecturer(s)/coach(es)                 | Catherine Quaak  |   |   |   |
| Costs   | €33,70   |   |   |   |
| Literature                                    | <i>français.com: méthode de français professionnel et des affaires</i> INTERMÉDIAIRE 2e édition; Penfornis J.L.; CLÉ INTERNATIONAL, Janvier 2012; Livre de l’élève; ISBN: 978-2-09-038038-5<br><i>français.com: méthode de français professionnel et des affaires</i> INTERMÉDIAIRE 2e édition; Penfornis, J.L.; CLÉ INTERNATIONAL, Janvier 2012; Cahier d’exercices; ISBN: 978-2-09-038039-2<br>Blackboard : IBMS FRENCH 5 & 6 (FRA5 + FRA6) <span style="float: right;"><input type="checkbox"/> FRENCH</span><br>Read/Glance through websites and French magazines available at the media center.   |   |   |   |
| Language of instruction                       | English and French   |   |   |   |
| Details/peculiarities                         | Class attendance is compulsory the first week and highly recommended during week 2 to week 4.<br>Week 6, 7 and 8 : Group presentation with discussion.   |   |   |   |

## GEA1 German Language & Culture 1, level A

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | German Language & Culture 1 level A  |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVP14GEA1   |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 1  |                      |                  |              |                  |                |               |     |       |
| Period  | 1 or 3   |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of GEA3 students will have reached the end A1 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA3 students:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help;</li> </ul> <p>At the end of GEA6 students will have reached the end A2 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA6 students:</p> <ul style="list-style-type: none"> <li>• can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters;</li> <li>• can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</li> </ul> <p>Source:<br/> <a href="http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf">http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf</a><br/>           Competencies from the IBMS Professional Profile:<br/>           P2.1, G3.1</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students<br>Optional for exchange students and articulation students   |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | None   |                      |                  |              |                  |                |               |     |       |
| Level   | First Year Bachelor  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Seminar & tutorial   |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Assessment method(s)</th> <th style="width: 20%;">Osiris code(s)</th> <th style="width: 20%;">Number of EC</th> <th style="width: 30%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVP14GEA1E</td> <td>• 3</td> <td>• 5-5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVP14GEA1E | • 3 | • 5-5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVP14GEA1E  | • 3                  | • 5-5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Alexandra Fresen/ Oktje Smit   |                      |                  |              |                  |                |               |     |       |
| Costs   | +/- €35  |                      |                  |              |                  |                |               |     |       |
| Literature                                    | Menschen A1 - Arbeitsbuch (der dreibändigen Ausgabe). Hueber Verlag, 2012. ISBN 978 319 111 901-0<br>Menschen A1 - Kursbuch (der dreibändigen Ausgabe) Hueber Verlag, 2012; ISBN 978 319 101 901-3   |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English/German   |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         | Class attendance is compulsory in first week. Books are compulsory for attendance. Class attendance is strongly recommended.<br>Preparation and homework as published in the weekly schedule and the announcements on Blackboard is compulsory for attendance.   |                      |                  |              |                  |                |               |     |       |

## GEA2 German Language & Culture 2, level A

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | German Language & Culture 2 level A   |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVP14GEA2  |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 1   |                      |                  |              |                  |                |               |     |       |
| Period  | 2 or 4  |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of GEA3 students will have reached the end A1 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA3 students:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</li> </ul> <p>At the end of GEA6 students will have reached the end A2 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA6 students:</p> <ul style="list-style-type: none"> <li>• can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.;</li> <li>• can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</li> </ul> <p>Source: <a href="http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf">http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf</a></p> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students<br>Optional for exchange students and articulation students  |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | GEA1 or equivalent is strongly recommended.   |                      |                  |              |                  |                |               |     |       |
| Level   | First Year Bachelor   |                      |                  |              |                  |                |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Seminar & tutorial  |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Assessment method(s)</th> <th style="width: 16%;">Osiris code(s)</th> <th style="width: 16%;">Number of EC</th> <th style="width: 35%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVP14GEA2E</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVP14GEA2E | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVP14GEA2E   | • 3                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Alexandra Fresen/ Oktje Smit  |                      |                  |              |                  |                |               |     |       |
| Costs   |   |                      |                  |              |                  |                |               |     |       |
| Literature                                    | <p>Menschen A1 - Arbeitsbuch (der dreibändigen Ausgabe), Hueber Verlag, 2012. ISBN 978 319 111 901-0</p> <p>Menschen A1 - Kursbuch (der dreibändigen Ausgabe), Hueber Verlag, 2012; ISBN 978 319 101 901-3</p>  |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English/German  |                      |                  |              |                  |                |               |     |       |

|                       |  |
|-----------------------|--|
| Details/peculiarities | Class attendance is compulsory in first week.<br>Books are compulsory for attendance.<br>Class attendance is strongly recommended.<br>Preparation and homework as published in the weekly schedule and the announcements on Blackboard is compulsory for attendance. |
|-----------------------|--|

## GEA3 German Language & Culture 3, level A

| Field Name                                    | Description   |                      |                  |              |                  |             |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|-------------|---------------|-----|-------|
| Title of the educational unit                 | German Language & Culture 3 level A   |                      |                  |              |                  |             |               |     |       |
| Module code                                   | IBVB14GEA3  |                      |                  |              |                  |             |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |             |               |     |       |
| Period  | 1   |                      |                  |              |                  |             |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |             |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |             |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of GEA3 students will have reached the end A1 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA3 students:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce him/ herself and others and can ask and answer questions about personal details such as where he/ she lives, people he/ she knows and things he/ she has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</li> </ul> <p>At the end of GEA6 students will have reached the end A2 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA3 students:</p> <ul style="list-style-type: none"> <li>• can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters;</li> <li>• can describe in simple terms aspects of his/ her background, immediate environment and matters in areas of immediate need.</li> </ul> <p>Source:<br/> <a href="http://www.coe.int/t/dg4/education/elp/elpreg/Source/Key_reference/Overview_CEFRscales_EN.pdf">http://www.coe.int/t/dg4/education/elp/elpreg/Source/Key_reference/Overview_CEFRscales_EN.pdf</a></p> <p>Competencies from the IBMS Professional Profile:<br/>           P2.1, G3.1</p> |                      |                  |              |                  |             |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students<br>Optional module for exchange students and articulation students   |                      |                  |              |                  |             |               |     |       |
| Prerequisites                                 | GEA1 and GEA2 or equivalent is strongly recommended.  |                      |                  |              |                  |             |               |     |       |
| Level   | Second Year Bachelor/ Main Phase  |                      |                  |              |                  |             |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |             |               |     |       |
| Didactical form                               | Seminar & tutorial  |                      |                  |              |                  |             |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Assessment method(s)</th> <th style="width: 20%;">Progress code(s)</th> <th style="width: 20%;">Number of EC</th> <th style="width: 20%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• oral exam</td> <td>• IBVB14GEA3B</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • oral exam | • IBVB14GEA3B | • 2 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |             |               |     |       |
| • oral exam                                   | • IBVB14GEA3B   | • 2                  | • 5.5            |              |                  |             |               |     |       |
| Name of lecturer/coach                        | Alexandra Fresen/ Oktje Smit  |                      |                  |              |                  |             |               |     |       |
| Costs   | +/- €35   |                      |                  |              |                  |             |               |     |       |
| Literature                                    | Menschen A1, Deutsch als Fremdsprache (Hueber): <ul style="list-style-type: none"> <li>• Kursbuch mit DVD-ROM: Hueber, ISBN 978-3-19-101901-3</li> <li>• Arbeitsbuch mit 2 Audio-Cd's: Hueber, ISBN 978-3-19-111901-0</li> </ul>  |                      |                  |              |                  |             |               |     |       |
| Language of instruction                       | German/ English   |                      |                  |              |                  |             |               |     |       |
| Details/peculiarities                         | Class attendance is compulsory in first week.<br>Class attendance is strongly recommended.<br>Preparation and homework as published in the weekly schedule and the announcements on Blackboard is compulsory for attendance.<br>Books are compulsory for attendance.  |                      |                  |              |                  |             |               |     |       |

## GEA4 German Language & Culture 4, level A

| Field Name                                    | Description   |                |              |                  |
|---|---|----------------|--------------|------------------|
| Title of the educational unit                 | German Language & Culture 4 level A   |                |              |                  |
| Module code                                   | IBVB14GEA4  |                |              |                  |
| Year of study                                 | 2   |                |              |                  |
| Period  | 2   |                |              |                  |
| Year  | 2015-2016   |                |              |                  |
| Study load                                    | 2 EC = 56 hours   |                |              |                  |
| Learning Outcomes / Competencies              | <p>At the end of GEA4 students will have reached the end A1 level as defined in the Common European Framework of Languages.<br/>At the end of GEA4 students:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce him/ herself and others and can ask and answer questions about personal details such as where he/ she lives, people he/ she knows and things he/ she has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</li> </ul> <p>At the end of GEA4 students will have reached the end A2 level as defined in the Common European Framework of Languages.<br/>At the end of GEA4 students:</p> <ul style="list-style-type: none"> <li>• can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters;</li> <li>• can describe in simple terms aspects of his/ her background, immediate environment and matters in areas of immediate need.</li> </ul> <p>Source: <a href="http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf">http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf</a></p> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                |              |                  |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students<br>Optional module for exchange students and articulation students   |                |              |                  |
| Prerequisites                                 | GEA1-GEA3 or equivalent is strongly recommended.  |                |              |                  |
| Level   | Second Year Bachelor/ Main Phase  |                |              |                  |
| Course contents                               | See Blackboard  |                |              |                  |
| Didactical form                               | Seminar & tutorial  |                |              |                  |
| Assessment                                    | Assessment method(s)  | Osiris code(s) | Number of EC | Minimum grade(s) |
|   | • written exam  | • IBVB14GEA4A  | • 2          | • 5.5            |
| Name of lecturer/coach                        | Alexandra Fresen  |                |              |                  |
| Costs   | +/- €35   |                |              |                  |
| Literature                                    | Menschen A2, Deutsch als Fremdsprache (Hueber)<br>Kursbuch mit DVD-ROM: Hueber, ISBN 978-3-19-101902-0<br>Arbeitsbuch mit 2 Audio-Cd's: Hueber, ISBN 978-3-19-111902-7  |                |              |                  |
| Language of instruction                       | German/ English   |                |              |                  |
| Details/peculiarities                         | Class attendance is compulsory in first week.<br>Class attendance is strongly recommended.<br>Preparation as published in the weekly schedule and the announcements on Blackboard is compulsory for attendance.<br>Books are compulsory for attendance.   |                |              |                  |

## GEA5 German Language & Culture 5, level A

| Field Name                                    | Description   |                      |                  |              |                  |                |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | German Language & Culture 5 level A   |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVB14GEA5  |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                |               |     |       |
| Period  | 3   |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of GEA3 students will have reached the end A1 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA3 students:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce him/ herself and others and can ask and answer questions about personal details such as where he/ she lives, people he/ she knows and things he/ she has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</li> </ul> <p>At the end of GEA6 students will have reached the end A2 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA6 students:</p> <ul style="list-style-type: none"> <li>• can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters;</li> <li>• can describe in simple terms aspects of his/ her background, immediate environment and matters in areas of immediate need.</li> </ul> <p>Source: <a href="http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf">http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf</a></p> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students<br>Optional module for exchange students and articulation students   |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | GEA1-GEA4 or equivalent is strongly recommended.  |                      |                  |              |                  |                |               |     |       |
| Level   | Second Year Bachelor/ Main Phase  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Seminar & tutorial  |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Assessment method(s)</th> <th style="width: 20%;">Progress code(s)</th> <th style="width: 15%;">Number of EC</th> <th style="width: 35%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• written exam</td> <td>• IBVB14GEA5A</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • written exam | • IBVB14GEA5A | • 2 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • written exam                                | • IBVB14GEA5A   | • 2                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer/coach                        | Alexandra Fresen/ Oktje Smit  |                      |                  |              |                  |                |               |     |       |
| Costs   | +/- €35   |                      |                  |              |                  |                |               |     |       |
| Literature                                    | <p>Menschen A2, Deutsch als Fremdsprache (Hueber):</p> <ul style="list-style-type: none"> <li>• Kursbuch mit DVD-ROM: Hueber, ISBN 978-3-19-101902-0</li> <li>• Arbeitsbuch mit 2 Audio-Cd's: Hueber, ISBN 978-3-19-111902-7</li> </ul>   |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | German/ English   |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.</p> <p>Class attendance is strongly recommended.</p> <p>Preparation and homework as published in the weekly schedule and the announcements on Blackboard is compulsory for attendance.</p> <p>Books are compulsory for attendance.</p>   |                      |                  |              |                  |                |               |     |       |

## GEA6 German Language & Culture 6, level A

| Field Name                                    | Description   |                      |                  |              |                  |             |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|-------------|---------------|-----|-------|
| Title of the educational unit                 | German Language & Culture 6 level A   |                      |                  |              |                  |             |               |     |       |
| Module code                                   | IBVB14GEA6  |                      |                  |              |                  |             |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |             |               |     |       |
| Period  | 4   |                      |                  |              |                  |             |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |             |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |             |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of GEA3 students will have reached the end A1 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA3 students:</p> <ul style="list-style-type: none"> <li>• can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type;</li> <li>• can introduce him/ herself and others and can ask and answer questions about personal details such as where he/ she lives, people he/ she knows and things he/ she has;</li> <li>• can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</li> </ul> <p>At the end of GEA6 students will have reached the end A2 level as defined in the Common European Framework of Languages.</p> <p>At the end of GEA6 students:</p> <ul style="list-style-type: none"> <li>• can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment);</li> <li>• can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters;</li> <li>• can describe in simple terms aspects of his/ her background, immediate environment and matters in areas of immediate need.</li> </ul> <p>Source: <a href="http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf">http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Key_reference/Overview_CEFRscales_EN.pdf</a></p> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |             |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students<br>Optional module for exchange students and articulation students   |                      |                  |              |                  |             |               |     |       |
| Prerequisites                                 | GEA1-GEA5 is strongly recommended.  |                      |                  |              |                  |             |               |     |       |
| Level   | Second Year Bachelor/ Main Phase  |                      |                  |              |                  |             |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |             |               |     |       |
| Didactical form                               | Seminar & tutorial  |                      |                  |              |                  |             |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Assessment method(s)</th> <th style="width: 20%;">Progress code(s)</th> <th style="width: 20%;">Number of EC</th> <th style="width: 20%;">Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• oral exam</td> <td>• IBVB14GEA6B</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • oral exam | • IBVB14GEA6B | • 2 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |             |               |     |       |
| • oral exam                                   | • IBVB14GEA6B   | • 2                  | • 5.5            |              |                  |             |               |     |       |
| Name of lecturer/coach                        | Alexandra Fresen/ Oktje Smit  |                      |                  |              |                  |             |               |     |       |
| Costs   | +/- €35   |                      |                  |              |                  |             |               |     |       |
| Literature                                    | Menschen A2, Deutsch als Fremdsprache (Hueber):<br>Kursbuch mit DVD-ROM: Hueber, ISBN 978-3-19-101902-0<br>Arbeitsbuch mit 2 Audio-Cd's: Hueber, ISBN 978-3-19-111902-7   |                      |                  |              |                  |             |               |     |       |
| Language of instruction                       | German/ English   |                      |                  |              |                  |             |               |     |       |
| Details/peculiarities                         | Class attendance is compulsory in first week.<br>Class attendance is strongly recommended.<br>Preparation and homework as published in the weekly schedule and the announcements on Blackboard is compulsory for attendance.<br>Books are compulsory for attendance.  |                      |                  |              |                  |             |               |     |       |

## SPA1 Spanish Language & Culture 1, level A

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 1 level A   |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVP14SPA1   |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 1  |                      |                  |              |                  |                |               |     |       |
| Period  | 3  |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPA 6A students will have reached mid level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>At the end of SPB 6B students will have reached end level B1 as defined in the Common European Framework of Reference for languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• Introduce himself and others;</li> <li>• Ask for the name and the nationality of others;</li> <li>• Ask about the meaning of something;</li> <li>• Ask for address, telephone number and e-mail;</li> <li>• Talk about the use of something;</li> <li>• Express location;</li> <li>• Ask and give basic information about companies;</li> <li>• Express confidence and uncertainly;</li> <li>• Express agreement and disagreement;</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students   |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | None   |                      |                  |              |                  |                |               |     |       |
| Level   | First Year Bachelor  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Seminars & tutorials   |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVP14SPA1E</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVP14SPA1E | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVP14SPA1E  | • 3                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu   |                      |                  |              |                  |                |               |     |       |
| Literature                                    | <p><i>Colegas 1: Curso de español orientado al mundo del trabajo:</i><br/>Libro del alumno. González, M., Martín, F., Rodrigo, C., Verdía, E.; Difusión;<br/>ISBN 978 905 451 7238.</p> <p><i>Cuaderno de ejercicios.</i> Corpas, J., Martínez, L.; Difusión;<br/>ISBN 978 905 451 7245.</p>   |                      |                  |              |                  |                |               |     |       |
| Electronic media                              | Blackboard, multimedia (video, dvd, cd), Internet resources.   |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English and Spanish  |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in the first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.<br/>The motivation of the student and the advice of the lecturer will be taken into account with regard to the end level (mid B1 or end B1) the student should aim for the remaining Spanish modules.</p>  |                      |                  |              |                  |                |               |     |       |

## SPA2 Spanish Language & Culture 2, level A

| Field Name                                    | Description  |                      |                  |              |                  |                |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 2 level A   |                      |                  |              |                  |                |               |     |       |
| Module code                                   | IBVP14SPA2   |                      |                  |              |                  |                |               |     |       |
| Year of study                                 | 1  |                      |                  |              |                  |                |               |     |       |
| Period  | 4  |                      |                  |              |                  |                |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                |               |     |       |
| Study load                                    | 3 EC = 84 hours  |                      |                  |              |                  |                |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPA 6A students will have reached mid level B1 as defined in the Common European Framework of Reference for Languages. After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• Ask and give information about someone's character, qualities and function in a company;</li> <li>• Ask and give information about objects, places, houses;</li> <li>• Use basic greeting &amp; leave-taking expressions in formal &amp; informal settings;</li> <li>• Ask if someone is present;</li> <li>• Express obligation and necessity;</li> <li>• Locate things in space;</li> <li>• Talk about the time and time schedules;</li> <li>• Ask information about a service and request a service;</li> <li>• Express likes, dislike and make comparisons;</li> <li>• Give an opinion and substantiate it;</li> <li>• Talk about accommodation.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students.<br>Optional for exchange students.   |                      |                  |              |                  |                |               |     |       |
| Prerequisites                                 | SPA1 or equivalent is strongly recommended.  |                      |                  |              |                  |                |               |     |       |
| Level   | First Year Bachelor  |                      |                  |              |                  |                |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                |               |     |       |
| Didactical form                               | Seminars & tutorials   |                      |                  |              |                  |                |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVP14SPA2E</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Written exam | • IBVP14SPA2E | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |                |               |     |       |
| • Written exam                                | • IBVP14SPA2E  | • 3                  | • 5.5            |              |                  |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu   |                      |                  |              |                  |                |               |     |       |
| Literature                                    | <p>Colegas 1: Curso de español orientado al mundo del trabajo:<br/>Libro del alumno. González, M., Martín, F., Rodrigo, C., Verdía, E.; Difusión;<br/>ISBN 978 905 451 7238.</p> <p>Cuaderno de ejercicios. Corpas, J., Martínez, L.; Difusión;<br/>ISBN 978 905 451 7245.</p>   |                      |                  |              |                  |                |               |     |       |
| Electronic media                              | Blackboard, multimedia (video, dvd, cd), Internet resources.   |                      |                  |              |                  |                |               |     |       |
| Language of instruction                       | English and Spanish  |                      |                  |              |                  |                |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>  |                      |                  |              |                  |                |               |     |       |

## SPA3 Spanish Language & Culture 3, level A

| Field Name                                    | Description  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 3 Level A   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Osiris code                                   | IBVB14SPA3   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 1  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPA 6A students will have reached mid-level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• talk about frequency and sequence of actions;</li> <li>• propose, make and refuse appointments and invitations;</li> <li>• talk about food, diet, ingredients;</li> <li>• order food in a restaurant;</li> <li>• say what he is doing right now;</li> <li>• say what he will do in the future;</li> <li>• describe objects;</li> <li>• talk about plans and schedules.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | SPA 1 and SPA2 or equivalent are strongly recommended.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Main phase Bachelor: year 2  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars & tutorials   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB14SPA3A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB14SPA3E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB14SPA3A | • 1 | • 5.5 | • Written exam (final) | • IBVB14SPA3E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)   | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (mid-term)                     | • IBVB14SPA3A  | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVB14SPA3E  | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | €44,60   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | <p>Colegas 1: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; González, M; Martín, F.; Rodrigo, C.; Verdía, E.; Barcelona; Difusión; ISBN: 978 905 451 7238.</p> <p>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Barcelona; Difusión; ISBN: 978 905 451 7245.</p>  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | English and Spanish  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.</p> <p>Class attendance is strongly recommended.</p> <p>Preparation of homework is compulsory for attendance.</p> <p>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## SPA4 Spanish Language & Culture 4, level A

| Field Name                                    | Description   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 4 Level A  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14SPA4  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPA 6A students will have reached mid-level B1 as defined in the Common European Framework of Reference for Languages</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• talk about and value past events;</li> <li>• talk about priorities, balances and results of a company;</li> <li>• express obligation, necessity and urgency;</li> <li>• talk about the future;</li> <li>• express cause and condition;</li> <li>• make travel and hotel arrangements;</li> <li>• write a simple job application.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | SPA1, SPA2 and SPA3 or equivalent are strongly recommended.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Second Year Bachelor / Main Phase   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars & tutorials  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB14SPA4A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB14SPA4E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB14SPA4A | • 1 | • 5.5 | • Written exam (final) | • IBVB14SPA4E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (mid-term)                     | • IBVB14SPA4A   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVB14SPA4E   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | €44,60  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | <p>Colegas 1: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; González, M; Martín, F.; Rodrigo, C.; Verdía, E.; Barcelona; Difusión; ISBN: 978 905 451 7238.</p> <p>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Barcelona; Difusión; ISBN: 978 905 451 7245.</p>   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | English and Spanish   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.</p> <p>Class attendance is strongly recommended.</p> <p>Preparation of homework is compulsory for attendance.</p> <p>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## SPA5 Spanish Language & Culture 5, level A

| Field Name                                    | Description  |                      |                  |              |                  |   |               |     |       |
|---|--|----------------------|------------------|--------------|------------------|---|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 5 Level A   |                      |                  |              |                  |   |               |     |       |
| Osiris code                                   | IBVB14SPA5   |                      |                  |              |                  |   |               |     |       |
| Year of study                                 | 2  |                      |                  |              |                  |   |               |     |       |
| Period  | 3  |                      |                  |              |                  |   |               |     |       |
| Year  | 2015-2016  |                      |                  |              |                  |   |               |     |       |
| Study load                                    | 2 EC = 56 hours  |                      |                  |              |                  |   |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPA 6A students will have reached mid-level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• talk about someone's characteristics;</li> <li>• express and substantiate an opinion;</li> <li>• describe someone's function in a company;</li> <li>• talk about hypothetical situations;</li> <li>• express likes, wishes, feelings;</li> <li>• give advice;</li> <li>• talk about the weather;</li> <li>• talk about past events;</li> <li>• apologize;</li> <li>• express the beginning, continuity and interruption of an event.</li> </ul> <p>Competencies from the IBMS Professional Profile: P2.1, G3.1</p> |                      |                  |              |                  |   |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.  |                      |                  |              |                  |   |               |     |       |
| Prerequisites                                 | SPA1, SPA2, SPA3 and SPA4 or equivalent are strongly recommended.  |                      |                  |              |                  |   |               |     |       |
| Level   | Second Year Bachelor / Main Phase  |                      |                  |              |                  |   |               |     |       |
| Course contents                               | See Blackboard   |                      |                  |              |                  |   |               |     |       |
| Didactical form                               | Seminars & tutorials   |                      |                  |              |                  |   |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Assignment (Listening Comprehension Test)</td> <td>• IBVB14SPA5C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>  | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Assignment (Listening Comprehension Test) | • IBVB14SPA5C | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)   | Number of EC         | Minimum grade(s) |              |                  |   |               |     |       |
| • Assignment (Listening Comprehension Test)   | • IBVB14SPA5C  | • 2                  | • 5.5            |              |                  |   |               |     |       |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.  |                      |                  |              |                  |   |               |     |       |
| Costs   | €44,60   |                      |                  |              |                  |   |               |     |       |
| Literature                                    | <p>Colegas 2: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7931.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7948.</p>   |                      |                  |              |                  |   |               |     |       |
| Language of instruction                       | English and Spanish  |                      |                  |              |                  |   |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>  |                      |                  |              |                  |   |               |     |       |

## SPA6 Spanish Language & Culture 6, level A

| Field Name                                    | Description  |                                   |                     |                           |
|---|--|-----------------------------------|---------------------|---------------------------|
| Title of the educational unit                 | Spanish Language & Culture 6 Level A   |                                   |                     |                           |
| Osiris code                                   | IBVB14SPA6   |                                   |                     |                           |
| Year of study                                 | 2  |                                   |                     |                           |
| Period  | 4  |                                   |                     |                           |
| Year  | 2015-2016  |                                   |                     |                           |
| Study load                                    | 2 EC = 56 hours  |                                   |                     |                           |
| Learning Outcomes / Competencies              | <p>At the end of SPA 6A students will have reached mid-level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• express obligation and prohibition</li> <li>• talk about health;</li> <li>• talk about motivation;</li> <li>• talk about future events;</li> <li>• express possibility, necessity, convenience;</li> <li>• talk about anecdotes and evaluate them.</li> </ul> <p>Competencies from the IBMS Professional Profile: P2.1, G3.1</p> |                                   |                     |                           |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.  |                                   |                     |                           |
| Prerequisites                                 | SPA1, SPA2, SPA3, SPA4 and SPA5 or equivalent are strongly recommended.  |                                   |                     |                           |
| Level   | Second Year Bachelor / Main Phase  |                                   |                     |                           |
| Course contents                               | See Blackboard   |                                   |                     |                           |
| Didactical form                               | Seminars & tutorials   |                                   |                     |                           |
| Assessment                                    | Assessment method(s)<br>• Oral exam  | Progress code(s)<br>• IBVB14SPA6B | Number of EC<br>• 2 | Minimum grade(s)<br>• 5.5 |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.  |                                   |                     |                           |
| Costs   | €44,60   |                                   |                     |                           |
| Literature                                    | <p>Colegas 2: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7931.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7948.</p>   |                                   |                     |                           |
| Language of instruction                       | English and Spanish  |                                   |                     |                           |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>  |                                   |                     |                           |

## SPB2 Spanish Language & Culture 2, level B

| Field Name                                    | Description   |                      |                |              |               |                |               |     |       |
|---|---|----------------------|----------------|--------------|---------------|----------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 2 level B  |                      |                |              |               |                |               |     |       |
| Module code                                   | IBVP14SPB2  |                      |                |              |               |                |               |     |       |
| Year of study                                 | 1   |                      |                |              |               |                |               |     |       |
| Period  | 4   |                      |                |              |               |                |               |     |       |
| Year  | 2015-2016   |                      |                |              |               |                |               |     |       |
| Study load                                    | 3 EC = 84 hours   |                      |                |              |               |                |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPB 6B students will have reached end level B1 as defined in the Common European Framework of Reference for Languages. After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• Ask and give information about someone's character, qualities and function in a company;</li> <li>• Ask and give information about objects, places, houses;</li> <li>• Use basic greeting &amp; leave-taking expressions in formal &amp; informal settings;</li> <li>• Ask if someone is present;</li> <li>• Express obligation and necessity;</li> <li>• Locate things in space;</li> <li>• Talk about the time and time schedules;</li> <li>• Ask information about a service and request a service;</li> <li>• Express likes, dislike and make comparisons;</li> <li>• Give an opinion and substantiate it;</li> <li>• Talk about accommodation;</li> <li>• Talk about frequency and sequence of actions;</li> <li>• Talk about plans and schedules;</li> <li>• Propose, make and refuse appointments and invitations.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1,</p> |                      |                |              |               |                |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, incl. BW students.<br>Optional module for exchange students.   |                      |                |              |               |                |               |     |       |
| Prerequisites                                 | SPA1 or equivalent is strongly recommended.   |                      |                |              |               |                |               |     |       |
| Level   | First Year Bachelor   |                      |                |              |               |                |               |     |       |
| Course contents                               | See Blackboard  |                      |                |              |               |                |               |     |       |
| Didactical form                               | Seminars & tutorials  |                      |                |              |               |                |               |     |       |
| Assessment                                    | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Assessment method(s)</th> <th style="width: 20%;">Osiris code(s)</th> <th style="width: 20%;">Number of EC</th> <th style="width: 30%;">Minimum grade</th> </tr> </thead> <tbody> <tr> <td>• Written exam</td> <td>• IBVP14SPB2E</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s) | Number of EC | Minimum grade | • Written exam | • IBVP14SPB2E | • 3 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade  |              |               |                |               |     |       |
| • Written exam                                | • IBVP14SPB2E   | • 3                  | • 5.5          |              |               |                |               |     |       |
| Name of lecturer(s)/coach(es)                 | Mariángeles van Houten-González, Amrita Wiersma, Fransico Guzman Munoz, Sabrina Orgiu   |                      |                |              |               |                |               |     |       |
| Literature                                    | <p><i>Colegas 1: 'Curso de español orientado al mundo del trabajo':</i><br/>Libro del alumno. González, M., Martín, F., Rodrigo, C., Verdía, E.; Difusión; ISBN 978 905 451 7238.</p> <p><i>Cuaderno de ejercicios.</i> Corpas, J., Martínez, L.; Difusión; ISBN 978 905 451 7245.</p>  |                      |                |              |               |                |               |     |       |
| Electronic media                              | Blackboard, multimedia (video, dvd, cd), Internet resources.  |                      |                |              |               |                |               |     |       |
| Language of instruction                       | Englisch and Spanish  |                      |                |              |               |                |               |     |       |
| Details/peculiarities                         | Class attendance is compulsory in first week.<br>Class attendance is strongly recommended.  |                      |                |              |               |                |               |     |       |

## SPB<sub>3</sub> Spanish Language & Culture 3, level B

| Field Name                                    | Description   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 3 Level B  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14SPB3  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 1   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPB 6B students will have reached end level B1 as defined in the Common European Framework of Reference for Languages.<br/>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• express likes and dislikes;</li> <li>• express opinion, coincidence, preference;</li> <li>• propose, make and refuse appointments and invitations;</li> <li>• talk about food, diet, ingredients;</li> <li>• order food in a restaurant;</li> <li>• describe objects talk about and value past events;</li> <li>• talk about priorities, balances and results of a company;</li> <li>• express obligation, necessity and urgency;</li> <li>• talk about the future;</li> <li>• express cause and condition;</li> <li>• make travel and hotel arrangements.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | SPA1 and SPB2 or equivalent are strongly recommended.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Second Year Bachelor / Main Phase   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars & tutorials  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB14SPB3A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB14SPB3E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB14SPB3A | • 1 | • 5.5 | • Written exam (final) | • IBVB14SPB3E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (mid-term)                     | • IBVB14SPB3A   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVB14SPB3E   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | €44,60  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | <p>Colegas 1: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; González, M.; Martín, F.; Rodrigo, C.; Verdía, E.; Barcelona; Difusión; ISBN: 978 905 451 7238.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Barcelona; Difusión; ISBN: 978 905 451 7245.</p>   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | English and Spanish   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## SPB4 Spanish Language & Culture 4, level B

| Field Name                                    | Description   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|---------------------------|---------------|-----|-------|------------------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 4 Level B  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Module code                                   | IBVB14SPB4  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Period  | 2   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPB 6B students will have reached end level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• Write a simple job application;</li> <li>• talk about someone's characteristics;</li> <li>• express and substantiate an opinion;</li> <li>• describe someone's function in a company;</li> <li>• talk about hypothetical situations;</li> <li>• express likes, wishes, feelings;</li> <li>• give advice;</li> <li>• talk about the weather;</li> <li>• talk about past events;</li> <li>• apologize;</li> <li>• express the beginning, continuity and interruption of an event.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Prerequisites                                 | SPA1, SPB2, SPB3 or equivalent are strongly recommended.  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Level   | Second Year Bachelor / Main Phase   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Didactical form                               | Seminars & tutorials  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Written exam (mid-term)</td> <td>• IBVB14SPB4A</td> <td>• 1</td> <td>• 5.5</td> </tr> <tr> <td>• Written exam (final)</td> <td>• IBVB14SPB4E</td> <td>• 1</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Progress code(s) | Number of EC | Minimum grade(s) | • Written exam (mid-term) | • IBVB14SPB4A | • 1 | • 5.5 | • Written exam (final) | • IBVB14SPB4E | • 1 | • 5.5 |
| Assessment method(s)                          | Progress code(s)  | Number of EC         | Minimum grade(s) |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (mid-term)                     | • IBVB14SPB4A   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| • Written exam (final)                        | • IBVB14SPB4E   | • 1                  | • 5.5            |              |                  |                           |               |     |       |                        |               |     |       |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Costs   | €44,60  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Literature                                    | <p>Colegas 1: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; González, M.; Martín, F.; Rodrigo, C.; Verdía, E.; Barcelona; Difusión; ISBN: 978 905 451 7238.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Barcelona; Difusión; ISBN: 978 905 451 7245.</p> <p>Colegas 2: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7931.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7948.</p>  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Language of instruction                       | English and Spanish   |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.</p> <p>Class attendance is strongly recommended.</p> <p>Preparation of homework is compulsory for attendance.</p> <p>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>  |                      |                  |              |                  |                           |               |     |       |                        |               |     |       |

## SPB5 Spanish Language & Culture 5, level B

| Field Name  | Description   |   |   |              |               |   |   |   |   |
|---|---|---|---|--------------|---------------|---|---|---|---|
| Title of the educational unit   | Spanish Language & Culture 5 Level B  |   |   |              |               |   |   |   |   |
| Module code   | IBVB14SPB5  |   |   |              |               |   |   |   |   |
| Year of study   | 2   |   |   |              |               |   |   |   |   |
| Period  | 3   |   |   |              |               |   |   |   |   |
| Year  | 2015-2016   |   |   |              |               |   |   |   |   |
| Study load  | 2 EC = 56 hours   |   |   |              |               |   |   |   |   |
| Learning Outcomes / Competencies  | <p>At the end of SPB 6B students will have reached end level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• express obligation and prohibition;</li> <li>• talk about health;</li> <li>• talk about motivation;</li> <li>• talk about future events;</li> <li>• express possibility, necessity, convenience;</li> <li>• talk about anecdotes and evaluate them;</li> <li>• talk about the beginning and end of an activity;</li> <li>• express desires, intentions, necessity, preference, convenience.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |   |   |              |               |   |   |   |   |
| Target group / Position within the curriculum   | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.   |   |   |              |               |   |   |   |   |
| Prerequisites   | SPA1, SPB2, SPB3, SPB4 or equivalent are strongly recommended.  |   |   |              |               |   |   |   |   |
| Level   | Second Year Bachelor / Main Phase   |   |   |              |               |   |   |   |   |
| Course contents   | See Blackboard  |   |   |              |               |   |   |   |   |
| Didactical form   | Seminars & tutorials  |   |   |              |               |   |   |   |   |
| Assessment  | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Progress code(s)</th> <th>Number of EC</th> <th>Min. grade(s)</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Assignment (Listening Comprehension Test)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• IBVB14SPB5C</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 2</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• 5.5</li> </ul> </td> </tr> </tbody> </table>  | Assessment method(s)                                  | Progress code(s)  | Number of EC | Min. grade(s) | <ul style="list-style-type: none"> <li>• Assignment (Listening Comprehension Test)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14SPB5C</li> </ul> | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |
| Assessment method(s)  | Progress code(s)  | Number of EC  | Min. grade(s)   |              |               |   |   |   |   |
| <ul style="list-style-type: none"> <li>• Assignment (Listening Comprehension Test)</li> </ul> | <ul style="list-style-type: none"> <li>• IBVB14SPB5C</li> </ul>   | <ul style="list-style-type: none"> <li>• 2</li> </ul> | <ul style="list-style-type: none"> <li>• 5.5</li> </ul> |              |               |   |   |   |   |
| Names of lecturers  | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.   |   |   |              |               |   |   |   |   |
| Costs   | €44,60  |   |   |              |               |   |   |   |   |
| Literature  | <p>Colegas 2: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7931.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7948.</p>  |   |   |              |               |   |   |   |   |
| Language of instruction   | English and Spanish   |   |   |              |               |   |   |   |   |
| Details/peculiarities   | <p>Class attendance is compulsory in first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>   |   |   |              |               |   |   |   |   |

## SPB6 Spanish Language & Culture 6, level B

| Field Name                                    | Description   |                      |                  |              |                  |             |               |     |       |
|---|---|----------------------|------------------|--------------|------------------|-------------|---------------|-----|-------|
| Title of the educational unit                 | Spanish Language & Culture 6 Level B  |                      |                  |              |                  |             |               |     |       |
| Module code                                   | IBVB14SPB6  |                      |                  |              |                  |             |               |     |       |
| Year of study                                 | 2   |                      |                  |              |                  |             |               |     |       |
| Period  | 4   |                      |                  |              |                  |             |               |     |       |
| Year  | 2015-2016   |                      |                  |              |                  |             |               |     |       |
| Study load                                    | 2 EC = 56 hours   |                      |                  |              |                  |             |               |     |       |
| Learning Outcomes / Competencies              | <p>At the end of SPB 6B students will have reached end level B1 as defined in the Common European Framework of Reference for Languages.</p> <p>After completing this module the student can:</p> <ul style="list-style-type: none"> <li>• negotiate, make proposals, present conditions, ask for clarifications in a business context;</li> <li>• express agreement, disagreement and doubt regarding other people's opinions;</li> <li>• transmit information from a third party;</li> <li>• summarize an intention;</li> <li>• give a presentation;</li> <li>• involve the audience;</li> <li>• congratulate someone.</li> </ul> <p>Competencies from the IBMS Professional Profile:<br/>P2.1, G3.1</p> |                      |                  |              |                  |             |               |     |       |
| Target group / Position within the curriculum | Optional module for all IBMS students, including BW students.<br>Optional module for exchange students.   |                      |                  |              |                  |             |               |     |       |
| Prerequisites                                 | SPA1, SPB 2-5 or equivalent are strongly recommended.   |                      |                  |              |                  |             |               |     |       |
| Level   | Second Year Bachelor / Main Phase   |                      |                  |              |                  |             |               |     |       |
| Course contents                               | See Blackboard  |                      |                  |              |                  |             |               |     |       |
| Didactical form                               | Seminars & tutorials  |                      |                  |              |                  |             |               |     |       |
| Assessment                                    | <table border="1"> <thead> <tr> <th>Assessment method(s)</th> <th>Osiris code(s)</th> <th>Number of EC</th> <th>Minimum grade(s)</th> </tr> </thead> <tbody> <tr> <td>• Oral exam</td> <td>• IBVB14SPB6B</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>   | Assessment method(s) | Osiris code(s)   | Number of EC | Minimum grade(s) | • Oral exam | • IBVB14SPB6B | • 2 | • 5.5 |
| Assessment method(s)                          | Osiris code(s)  | Number of EC         | Minimum grade(s) |              |                  |             |               |     |       |
| • Oral exam                                   | • IBVB14SPB6B   | • 2                  | • 5.5            |              |                  |             |               |     |       |
| Names of lecturers                            | Mariángeles van Houten-González, Amrita Wiersma, Francisco Guzmán Muñoz, Sabrina Orgiu.   |                      |                  |              |                  |             |               |     |       |
| Costs   | €44,60  |                      |                  |              |                  |             |               |     |       |
| Literature                                    | <p>Colegas 2: 'Curso de español orientado al mundo del trabajo':<br/>Libro del alumno; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7931.<br/>Cuaderno de ejercicios; Corpas, J.; Martínez, L.; Sabater, M.L.; Barcelona; Difusión; ISBN: 978 905 451 7948.</p>  |                      |                  |              |                  |             |               |     |       |
| Language of instruction                       | English and Spanish   |                      |                  |              |                  |             |               |     |       |
| Details/peculiarities                         | <p>Class attendance is compulsory in first week.<br/>Class attendance is strongly recommended.<br/>Preparation of homework is compulsory for attendance.<br/>Homework is published on Blackboard in the weekly schedule and in the announcements.</p>   |                      |                  |              |                  |             |               |     |       |