

IBMS

Course Outline

Minor European Business

2014-2015

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

General information

The IBMS Course Outlines, together with the IBMS Prospectus 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 intranet, Mijn Hanze (access www.mijnhanze.nl > organisatie > International Business School), used by the Hanze University of Applied Sciences, Groningen.

Please find the Course Outline for the Minor European Business (International Semester) of IBS, valid for the academic year 2014 – 2015.

The IBS Course Outlines 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 Groningen an overview of the contents and structure of the modules offered within IBS;
- 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 Examination 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.

When students take and pass all modules from the international semester they earn a **Minor in European Business**.

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 in the official IBS bulletin under the heading: 'Changes in Course Outlines'.

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 2014-2015.

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

- Mijn Hanze
- Blackboard
- IBS Bulletin

NB: students are strongly advised to register for the Year Abroad site on Blackboard and for the various module sites in order to receive the latest information.

Framework competencies IBMS¹

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. Cooperation
 - 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

¹ A complete description of the competencies is available via intranet, Mijn Hanze (access www.mijnhanze.nl ▶ organisatie ▶ International Business School)

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Sequence of subjects in Year 3, minor European Business

minor European Business for non-IBS students (A)

Block 3.1 Theme: European Business			Block 3.2 Theme: European Business		
Code	Educational Unit	EC	Code	Educational Unit	EC
INT3	Introduction 3	1	IPC1	International Presentation and Communication	3
ENX1	English for Exchange students	3	IES1	International Entrepreneurship	3
IBA1	International Business Area Studies	3	IBC1	International Business Cultures	3
EUB1	European Business Environment	3	ARS1	Applied Primary Research Skills	2
ARS2	Applied Secondary Research Skills	2	EBP2	European Business Plan 2	4
EBP1	European Business Plan 1	3			

minor European Business for non-Dutch IBMS/BW students staying in the Netherlands for their study abroad (B)

Block 3.1 Theme: European Business			Block 3.2 Theme: European Business		
Code	Educational Unit	EC	Code	Educational Unit	EC
PRD7	Professional Development Training 7	1	IPC1	International Presentation and Communication	3
CCR3	Community credit sem.5	2	IES1	International Entrepreneurship	3
MEX1	Mentoring Exchange students	1	IBC1	International Business Cultures	3
IBA1	International Business Area Studies	3	ARS1	Applied Primary Research Skills	2
EUB1	European Business Environment	3	EBP2	European Business Plan 2	4
ARS2	Applied Secondary Research Skills	2			
EBP1	European Business Plan 1	3			

NB: for the official Table of Credits and exam schemes, please refer to the IBMS Prospectus 2014-2015.

Block 3.1

European Business

Introduction 3 (only for A)

English for Exchange students (only for A)

International Business Area Studies

European Business Environment

Applied Secondary Research Skills

European Business Plan 1

Professional Development Training 7 (only for B)

Community Credit 3 (only for B)

Mentoring Exchange Students (only for B)

INT₃ Introduction 3 (for version A only, see page 9)

Field Name	Description								
Title of the educational unit	Introduction 3								
Progress code	IBVH6INT ₃								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	1 EC = 28 hours								
Learning Outcomes / Competencies	<p>The student will:</p> <ul style="list-style-type: none"> Participate and cooperate in an international group for the period of 1 week, to gain understanding of the learning process at IBS. <p>Competencies from the IBMS Professional Profile: 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"> Project Practical/Skills training Theory oriented module: Lectures / 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> <ul style="list-style-type: none"> Professional product (Group assignment) </td> <td> <ul style="list-style-type: none"> IBVH6INT₃C </td> <td> <ul style="list-style-type: none"> 1 </td> <td> <ul style="list-style-type: none"> Sufficient </td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)	<ul style="list-style-type: none"> Professional product (Group assignment) 	<ul style="list-style-type: none"> IBVH6INT₃C 	<ul style="list-style-type: none"> 1 	<ul style="list-style-type: none"> Sufficient
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)						
<ul style="list-style-type: none"> Professional product (Group assignment) 	<ul style="list-style-type: none"> IBVH6INT₃C 	<ul style="list-style-type: none"> 1 	<ul style="list-style-type: none"> Sufficient 						
Name of lecturer(s)/coach(es)	Mariaelena Inja-Murphy, Lucie Rutgers								
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>								

ENX1 English for exchange students (for version A only, see page 9)

Field Name	Description								
Title of the educational unit	English and Report Writing for Exchange Students								
Progress code	IBVHo6ENX1								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	3 EC = 84 hours								
Learning Outcomes / Competencies	<p>Seven 2-hour sessions are scheduled to:</p> <ul style="list-style-type: none"> provide explanations of the basic English structures and tenses; provide explanations of the basics of summary and report writing; provide explanations of the basics of referencing to sources used; understand and analyze written texts in the English language ; practice error-analysis; give feedback on students' written work. <p>With the following aims:</p> <ul style="list-style-type: none"> the student knows the basics of English grammar and sentence structure and can implement these in his/her own writing; the student can identify a text's key information and summarise a text in appropriate (Business) English; 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; the student understands and can apply writing about numbers and figures in his/her own (report) writing; the student knows he/she must always refer to source materials ; the student increases his/her(Business)English vocabulary. <p>Competencies from the IBMS Professional Profile: P1.2, P2.2, G3.2</p>								
Target group / Position within the curriculum	<ul style="list-style-type: none"> 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 usage at intermediate to upper intermediate level. For details, see Blackboard.								
Didactical form	<ul style="list-style-type: none"> 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> <ul style="list-style-type: none"> Written exam Portfolio (individual) </td> <td> <ul style="list-style-type: none"> IBVHo6ENX1A IBVHo6ENX1C </td> <td> <ul style="list-style-type: none"> 2 1 </td> <td> <ul style="list-style-type: none"> 5.5 5.5 </td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)	<ul style="list-style-type: none"> Written exam Portfolio (individual) 	<ul style="list-style-type: none"> IBVHo6ENX1A IBVHo6ENX1C 	<ul style="list-style-type: none"> 2 1 	<ul style="list-style-type: none"> 5.5 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)						
<ul style="list-style-type: none"> Written exam Portfolio (individual) 	<ul style="list-style-type: none"> IBVHo6ENX1A IBVHo6ENX1C 	<ul style="list-style-type: none"> 2 1 	<ul style="list-style-type: none"> 5.5 5.5 						
Name of lecturer/coach	Jeltje van der Sluis, Ad van Bremen								
Costs	Tba								
Literature	<ul style="list-style-type: none"> Oxford Practice Grammar intermediate level (with CD-Rom), Oxford University Press, ISBN 978 010 4309103 (recommended) Oxford Advanced Learners Dictionary (incl. CD-Rom), ISBN 978 019 479 9027 (recommended) 								

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 IBVH6ENX1C. Portfolio: students submit a number of assignments to go into their individual portfolio (for details, see Bb).

IBA1 International Business/Area Studies

Field Name	Description								
Title of the educational unit	International Business/Area Studies								
Progress code	IBVH14IBA1								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	3 EC = 84 hours								
Learning Outcomes / Competencies	<p>Successful students will:</p> <ul style="list-style-type: none"> • become aware of what the European single market really looks like; • become aware of what it takes to operate in (a cluster of) countries separated by much more than language; • acquire sufficient knowledge of all important business-related aspects in order to be able to function adequately in the European environment. <p>Competencies from the IBMS Professional Profile: P1.2, P2.2, G4.2, G7.2</p>								
Target group / Position within the curriculum	<ul style="list-style-type: none"> • Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad • 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	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>• IBVH4IBA1A</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade	• Written exam	• IBVH4IBA1A	• 3	• 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade						
• Written exam	• IBVH4IBA1A	• 3	• 5.5						
Name of lecturer(s)/coach(es)	Wim Speulman								
Costs									
Literature	Hand outs								
Language of instruction	English								

EUB1 European Business Environment

Field Name	Description								
Title of the educational unit	European Business Environment								
Progress code	IBVH14EUB1								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	3 EC = 84 hours								
Learning Outcomes / Competencies	<p>Students should be able to:</p> <ul style="list-style-type: none"> Describe and explain the EU institutions and policies; Analyze the implications of EU directives on the business community; Relate changes in the European Business Environment to European and non-European corporations. <p>Competencies from the IBMS Professional Profile: P1.2, P3.2, G2.2, G4.2, G5.2</p>								
Target group / Position within the curriculum	<ul style="list-style-type: none"> Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad Optional for exchange students and students from other schools at the HG (as part of the minor European Business) 								
Prerequisites									
Level	Main Phase Bachelor – level 2								
Course contents	<ul style="list-style-type: none"> The EU-Treaty and EU-Institutions Single European Market European Economic and Monetary Union EU Policies The Future (Constitution, External Relations) 								
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"> Integral performance assessment (groupwork) </td> <td> <ul style="list-style-type: none"> IBVH14EUB1C </td> <td> <ul style="list-style-type: none"> 3 </td> <td> <ul style="list-style-type: none"> 5.5 </td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade	<ul style="list-style-type: none"> Integral performance assessment (groupwork) 	<ul style="list-style-type: none"> IBVH14EUB1C 	<ul style="list-style-type: none"> 3 	<ul style="list-style-type: none"> 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade						
<ul style="list-style-type: none"> Integral performance assessment (groupwork) 	<ul style="list-style-type: none"> IBVH14EUB1C 	<ul style="list-style-type: none"> 3 	<ul style="list-style-type: none"> 5.5 						
Name of lecturer(s)/coach(es)	Dr. Arnd Mehrrens, Drs. Mark Oenema								
Costs	About € 75								
Literature	'European Business Environment – Doing Business in the EU' ; edited by Frans Somers; published by Noordhoff Publishers; ISBN 978-90-01-76891-1								
Language of instruction	English								

ARS2 – Applied Secondary Research Skills

Field Name	Description								
Title of the educational unit	Applied Secondary Research Skills								
Progress code	IBVB14ARS2								
Year of study	3								
Period	1 and/or 3								
Year	2014-2015								
Study load	2 EC = 56 hours								
Learning Outcomes / Competencies	<p>Successful students will be able to:</p> <ul style="list-style-type: none"> • use several information resources; • assess the relevance of said resources (critical thinking); • critically assess their own research process and report on it; • translate them into useful information; • reference correctly; • find relevant information for the Block-Projects EBP1 and EBP2. <p>Competencies from the IBMS Professional Profile: P1.2, P6.2, G3.2, G4.2, G5.2, G6.2</p>								
Target group / Position within the curriculum	<ul style="list-style-type: none"> • Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad • 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	<p>This course is dedicated to creating a proper research-awareness and – attitude when it comes to secondary research (or; in other words; desk research).</p> <p>An introduction will be given as to which databases are available at the Hanze-Library and which can be found on the internet.</p> <p>Next to that an introduction will be given on proper referencing-methods like APA and Harvard.</p> <p>The content of this course is meant to support the students in their development of the projects EBP1 and EBP2.</p>								
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>• Assignment</td> <td>• IBVB14ARS2C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade	• Assignment	• IBVB14ARS2C	• 2	• 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade						
• Assignment	• IBVB14ARS2C	• 2	• 5.5						
Name of lecturer(s)/coach(es)	Jaan Kets, Cees Krottje								
Costs	€ 40								
Literature	<ul style="list-style-type: none"> • “Essentials of Marketing Research, Global Edition”; written by Naresh K. Malhotra; published by Pearson; ISBN 978-129-206016-3 • Hand outs 								
Language of instruction	English								

EBP1 European Business Plan 1

Field Name	Description								
Title of the educational unit	European Business Plan 1								
Progress code	IBVB14EBP1								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	3 EC = 84 hours								
Learning Outcomes / Competencies	<p>The student will:</p> <ul style="list-style-type: none"> • see the practical relevance of the different knowledge subjects involved in the 1st block of the Minor European Business; • have an insight into the functioning of a company; • integrate different subjects into a Business Plan; • apply and reflect upon his/her teamwork and individual skills. <p>Competencies from the IBMS Professional Profile: 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"> • Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad • 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	<p>The project acts as an engine of learning;</p> <ul style="list-style-type: none"> • students will have to cooperate and find independent solutions to complex practice oriented problems and present the various solutions in an integrated way; • Students can relate and apply the various subjects of this block to a real life case; • Students will receive a brief introduction to the various subjects to inform them about the specific contents and required level of knowledge; • Students have to learn to cooperate in groups to discover the value added of working in teams. 								
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>• 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	• Written Group-Report	• IBVB14EBP1C	• 3	• 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade						
• Written Group-Report	• IBVB14EBP1C	• 3	• 5.5						
Name of lecturer(s)/coach(es)	Drs. Mark Oenema, Drs. Wim Speulman								
Costs	€ 75								
Literature	'Making a Business Plan'; written by Roel Grit; published by Noordhoff Publishers; ISBN 978-9001-79098-1								
Language of instruction	English								

PRD7 Professional Development 7 (for version B only, see page 9)

Field Name	Description								
Title of the educational unit	Professional Development 7								
Progress code	IBVB14PRD7								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	1 EC = 28 hours								
Learning Outcomes / Competencies	<p>The student:</p> <ul style="list-style-type: none"> • understands intercultural adaptability concepts. • is aware of the competence associated with intercultural adaptability. • reflects on his/her experience abroad <p>Competencies from the IBMS Professional Profile: P2.2.</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								
Prerequisites	SAB1 successfully completed								
Level	Main Phase Bachelor								
Course contents	<p>In the study abroad semester of the main phase, students focus on improvement of intercultural adaptability, by reflecting on the students' behaviour towards cultural differences during the study abroad in the host country.</p> <p>At the end of the study abroad semester the student submits to his/her Coach a reflection report. The exercises and the reports are designed to help the student reflect on his/her experience and to define a clearer learning strategy to achieve his/her professional goals.</p>								
Didactical form	<ul style="list-style-type: none"> • Practical/Skills training • Coaching of the student from remote location 								
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"> • Professional product (Individual) </td> <td> <ul style="list-style-type: none"> • IBVB14PRD7C </td> <td> <ul style="list-style-type: none"> • 1 </td> <td> <ul style="list-style-type: none"> • Sufficient </td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)	<ul style="list-style-type: none"> • Professional product (Individual) 	<ul style="list-style-type: none"> • IBVB14PRD7C 	<ul style="list-style-type: none"> • 1 	<ul style="list-style-type: none"> • Sufficient
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)						
<ul style="list-style-type: none"> • Professional product (Individual) 	<ul style="list-style-type: none"> • IBVB14PRD7C 	<ul style="list-style-type: none"> • 1 	<ul style="list-style-type: none"> • Sufficient 						
Name of lecturer(s)/coach(es)	Hanna van der Stok (study abroad supervisor for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad)								
Costs									
Literature	See Blackboard								
Language of instruction	English								
Details/peculiarities	Students have to complete their PRD7 module in the same semester as their study abroad. Their PRD7 reflection report is due on the same date as the final study report.								

CCR₃ Community Credit semester 5 (for version B only, see page 9)

Field Name	Description			
Title of the educational unit	Community Credit semester 5			
Progress code	IBVB12CCR3			
Year of study	3			
Period	1 or 3			
Year	2014-2015			
Study load	2 EC = 56 hours			
Learning Outcomes / Competencies	<p>Upon successful completions of the module, the student:</p> <ul style="list-style-type: none"> Independently plans, manages and self-organizes the process of job acquisition, proposal approval, task execution and solicitation of employer feedback, in the relatively clearly arranged situation of delivering a service for the IBS/Hanze community; Reflects on and assesses own process, relates received feedback to (past) experience and (future) professional tasks, and takes responsibility for own behavior. <p>Competencies from the IBMS Professional Profile: 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			
Prerequisites				
Level	Main Phase Bachelor			
Course contents	<p>This is an independent learning module. Students are asked to deliver a service for the community of IBS or Hanze UAS at large; accordingly their employer is an IBS or Hanze staff member. It is the student's responsibility to find a suitable job; vacancies are regularly published on Blackboard.</p> <p>Students will submit their CCR proposal form as soon as possible to the module coordinator. Only pre-approved activities will be considered for credit, regardless of the quantity or quality of the work delivered. The activity itself should consist of at least 50 hours of work; 6 hours are dedicated to preparing and finalizing the activity, resulting in the CCR report. For positive assessment both the employer feedback and the reflection report must meet the requirements stated on Blackboard.</p> <p>Deadline for report: Friday 12:00 noon, week 8 of each period; grades are entered four times per year after the exam periods.</p>			
Didactical form	<ul style="list-style-type: none"> Practical/Skills training Self-study 			
Assessment	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)
	<ul style="list-style-type: none"> Assignment 	<ul style="list-style-type: none"> IBVB12CCR3C 	<ul style="list-style-type: none"> 2 	<ul style="list-style-type: none"> Sufficient
Name of lecturer(s)/coach(es)	Angeline van de Manakker			
Costs				
Literature				
Language of instruction	English			
Details/peculiarities				

MEX1 Mentoring Exchange Students (for version B only, see page 9)

Field Name	Description			
Title of the educational unit	Mentoring Exchange Students			
Progress code	IBVB12MEX1			
Year of study	3			
Period	1 or 3			
Year	2014-2015			
Study load	1 EC = 28 hours			
Learning Outcomes / Competencies	<p>Students are able to;</p> <ul style="list-style-type: none"> • Demonstrate effective leadership skills by leading and facilitating a group • Demonstrate the ability to initiate and maintain contact with a group, exchange knowledge and maintain a relationship that is beneficial to themselves and others • Demonstrate the ability to work independently and determine the best plan of approach and tools needed to successfully pass the module <p>Competencies from the IBMS Professional Profile: G1.2, G2.2, G5.2</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			
Prerequisites				
Level	Main Phase Bachelor			
Course contents	Maintaining regular communication with exchange students Facilitating information sessions & workshops for exchange students (Further information is provided in the MEX1 information booklet)			
Didactical form / type of course	Coach meeting and independent work			
Assessment	Assessment method(s) • Assignment	Progress code(s) • IBVB12MEX1C	Number of EC • 1	Minimum grade • Sufficient
Name of lecturer(s)/coach(es)	Hanna van der Stok			
Costs	n/a			
Literature	Mentoring exchange students - information booklet			
Language of instruction	English			
Details/peculiarities	You will receive further instructions and details during an information meeting that will be arranged by the responsible teacher for MEX1			

Block 3.2

European Business

International Presentation and Communication

International Entrepreneurship

International Business Cultures

Applied Primary Research Skills

European Business Plan 2

IPC₁/ International Presentation and Communication

Field Name	Description								
Title of the educational unit	EPC ₁ /ENX ₂								
Progress code	IBVB ₁₄ IPC ₁								
Year of study	3								
Period	1 or 3								
Year	2014-2015								
Study load	3 EC = 84 hours								
Learning Outcomes / Competencies	<p>Seven 2-hour sessions are scheduled to:</p> <ul style="list-style-type: none"> view, practise, and give feedback on recorded and students' own (business) presentations; practise structuring information into a successful (business) presentation; provide explanations about drawing up an outline for a successful (business) presentation; practise students' presentation skills; practise conducting meetings, drawing up an agenda, and minute-taking. <p>With the following aims:</p> <ul style="list-style-type: none"> the student recognizes the parallels between organizing information for written and for presentation purposes; the student can draw up a presentation thesis statement, research questions, and a clear presentation outline; 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); the student is aware of the importance of body language ; the student can correctly incorporate numbers into his/her presentation; the student gets inspired to creatively present a (business) topic, if applicable, based on a written (business) report. 								
Target group / Position within the curriculum	<ul style="list-style-type: none"> 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>• Presentations</td> <td>• IBVB₁₄IPC₁D</td> <td>• 3</td> <td>• 5.5</td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)	• Presentations	• IBVB ₁₄ IPC ₁ D	• 3	• 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)						
• Presentations	• IBVB ₁₄ IPC ₁ D	• 3	• 5.5						
Name of lecturer/coach	Jeltje van der Sluis, Ad van Bremen								
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 IBVB ₁₄ IPC ₁ D (for details, see BB).								

IES₁ International Entrepreneurship

Field Name	Description								
Title of the educational unit	Innovation and Entrepreneurship								
Progress code	IBVB ₁₄ IES ₁								
Year of study	3								
Period	2 and 4								
Year	2014-2015								
Study load	3 EC = 84 hours								
Learning Outcomes / Competencies	<ul style="list-style-type: none"> Understand and explain the concepts of innovation and entrepreneurship and the interrelationships between these concepts. Understand and explain why innovation is such a difficult process. Awareness and understanding of the impact of innovations and innovative entrepreneurship on the (European business) community at large. List a number of criteria to determine the success of an innovation and determine which ones are most relevant in a specific context. Understand and explain the different stages in innovation management and the factors influencing these stages. Finding, understanding, analyzing the various sources of innovation. <p>Competencies from the IBMS Professional Profile (at level 2): PI.1, PII.2, PII.4, PII.5</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"> Entrepreneurial goals and context Recognizing the opportunity Finding the resources 								
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> <ul style="list-style-type: none"> Written exam Assignment </td> <td> <ul style="list-style-type: none"> IBVB₁₄IES₁A IBVH₁₄IES₁C </td> <td> <ul style="list-style-type: none"> 2EC 1EC </td> <td> <ul style="list-style-type: none"> 5.5 P/F </td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)	<ul style="list-style-type: none"> Written exam Assignment 	<ul style="list-style-type: none"> IBVB₁₄IES₁A IBVH₁₄IES₁C 	<ul style="list-style-type: none"> 2EC 1EC 	<ul style="list-style-type: none"> 5.5 P/F
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade(s)						
<ul style="list-style-type: none"> Written exam Assignment 	<ul style="list-style-type: none"> IBVB₁₄IES₁A IBVH₁₄IES₁C 	<ul style="list-style-type: none"> 2EC 1EC 	<ul style="list-style-type: none"> 5.5 P/F 						
Name of lecturer/coach	Hanna van der Stok MSc, Dr. Egbert Dommerholt								
Costs	Approximately € 60,-								
Literature	<ul style="list-style-type: none"> <i>Innovation and Entrepreneurship</i>. Bessant, John and Joe Tidd (2011). ISBN 9780470711446 								
Language of instruction	English								
Details/peculiarities									

IBC International Business Cultures

Field Name	Description												
Title of the educational unit	International Business Cultures												
Progress code	IBVB14IBC1												
Year of study	3												
Period	2 or 4												
Year	2014-2015												
Study load	3 EC = 84 hours												
Learning Outcomes / Competencies Successful students will:	<ul style="list-style-type: none"> • Become aware of the historical, geographical and cultural aspects determining different business cultures in various countries / regions; • Understand and appreciate different national (and regional) business cultures and will understand the consequences of doing business in various different countries / regions; • Understand the impact of different business cultures on matters as distribution, value chains, terms and conditions, finance and other business related aspects. <p>Competencies from the IBMS Professional Profile: P 1.2, P 2.2, G4.2 , G7.2</p>												
Target group / Position within the curriculum	<ul style="list-style-type: none"> • Regular module for non Dutch students enrolled at IBS ans staying in the Netherlands for their Study Abroad; • 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	The course deals with the effects that history, culture and e.g. geography have on business cultures in various countries and regions, predominantly in Europw. What is the causal link between these aspects and the existing business culture in a certain country / region? How do certain business cultures determine trade structures, business habits etc. within different markets?												
Didactical form	Lectures & workshops												
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>• IBVB14IBC1A</td> <td>• 2</td> <td>• 5.5 / Sufficient</td> </tr> <tr> <td>• assignment</td> <td>• IBVB14IBC1C</td> <td>• 1</td> <td></td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade	• Written exam	• IBVB14IBC1A	• 2	• 5.5 / Sufficient	• assignment	• IBVB14IBC1C	• 1	
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade										
• Written exam	• IBVB14IBC1A	• 2	• 5.5 / Sufficient										
• assignment	• IBVB14IBC1C	• 1											
Name of lecturer/coach	Wim Speulman, Hanna van der Stok												
Costs													
Literature	Hand outs												
Language of instruction	English												
Details/peculiarities													

ARS₁ – Applied Primary Research Skills

Field Name	Description								
Title of the educational unit	Applied Primary Research Skills								
Progress code	IBVB14ARS1								
Year of study	3								
Period	2 and/or 4								
Year	2014-2015								
Study load	2 EC = 56 hours								
Learning Outcomes / Competencies	<p>Successful students will be able to:</p> <ul style="list-style-type: none"> • Set up a market research; • Evaluate the data gathered; • Translate the data into useful information; • Use the methods learned in the project EBP2. <p>Competencies from the IBMS Professional Profile: P1.2, P6.2, G3.2, G4.2, G5.2, G6.2</p>								
Target group / Position within the curriculum	<ul style="list-style-type: none"> • Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad • 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	<p>This course is focusing on the importance of gathering primary information for the development of a business-plan. Both interview-techniques and questionnaires will be dealt with and the process of developing proper methods will be emphasized. A basic use of statistical processing-techniques will be presented and discussed in order to establish awareness of a proper use of these techniques. Finally a link will be made to various information-presentation-methods (written and oral, etc. – see for instance the content of the courses ENX₁ and IPC₁ in the minor European Business)</p>								
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>• Assignment</td> <td>• IBVB14ARS1C</td> <td>• 2</td> <td>• 5.5</td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade	• Assignment	• IBVB14ARS1C	• 2	• 5.5
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade						
• Assignment	• IBVB14ARS1C	• 2	• 5.5						
Name of lecturer(s)/coach(es)	Paul Wabike, Wim Speulman, Ian Fitzgerald								
Costs	€ 40								
Literature	<ul style="list-style-type: none"> • “Essentials of Marketing Research, Global Edition”; written by Naresh K. Malhotra; published by Pearson; ISBN 978-129-206016-3 • Hand outs 								
Language of instruction	English								

EBP2 – European Business Plan 2

Field Name	Description								
Title of the educational unit	European Business Plan 2								
Progress code	IBVB14EBP2								
Year of study	3								
Period	2								
Year	2014-2015								
Study load	EC ₄ = 112 hours								
Learning Outcomes / Competencies	<p>Students should be able to:</p> <ul style="list-style-type: none"> Analyse the commercial situation in different European countries, including the implications of EU directives on the business community; Use creative thinking to generate options for the organisation; Recommend a solution for the organisation; Evaluate the appropriateness of the suggested solution. <p>Competencies from the IBMS Professional Profile: P1.2, P3.2, P4.1, P7.2, G1.2, G2.2, G4.2, G5.2</p>								
Target group / Position within the curriculum	<ul style="list-style-type: none"> Regular module for Exchange students and foreign students enrolled at IBS and staying in the Netherlands for their Study Abroad; Optional for IBMS students, with approval from IBS Management. 								
Prerequisites	None								
Level	Main Phase Bachelor								
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								
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"> Group report & presentation </td> <td> <ul style="list-style-type: none"> IBVB14EBP2C </td> <td> <ul style="list-style-type: none"> 2 </td> <td> <ul style="list-style-type: none"> 5.5/sufficient </td> </tr> </tbody> </table>	Assessment method(s)	Progress code(s)	Number of EC	Minimum grade	<ul style="list-style-type: none"> Group report & presentation 	<ul style="list-style-type: none"> IBVB14EBP2C 	<ul style="list-style-type: none"> 2 	<ul style="list-style-type: none"> 5.5/sufficient
Assessment method(s)	Progress code(s)	Number of EC	Minimum grade						
<ul style="list-style-type: none"> Group report & presentation 	<ul style="list-style-type: none"> IBVB14EBP2C 	<ul style="list-style-type: none"> 2 	<ul style="list-style-type: none"> 5.5/sufficient 						
Name of lecturer(s)/coach(es)	I.L. Fitzgerald								
Costs									
Literature	Project description & Case on Blackboard								
Language of instruction	English								