

# COURSE DESCRIPTION SHEET

## International Exchange Programme - Fall Semester 2017

### Module Hospitality Management

#### DLC - Dutch language & culture

##### Course description

Dutch as a foreign language (DFL): the students will be introduced to some basic knowledge of the Dutch language so they can help themselves in day-to-day situations. Following topics will be focused on:

- vocabulary and idiom needed for introducing one self and participating in informal conversations;
- vocabulary and idiom necessary for shopping and buying groceries;
- vocabulary and idiom necessary for asking for, understanding and giving directions;
- vocabulary and idiom necessary for education and work.

Students will be tested on their learning progress through group and individual assignments. There will be 4 exams in which the ability of using the Dutch language in a practical and informal way is the main objective.

Dutch Culture (DC): the students will be introduced to some important aspects of the Dutch history and culture. The main topics are:

- Utrecht or Amsterdam: citywalk: history, architecture, living in Utrecht or Amsterdam in today's world, getting around in Utrecht or Amsterdam.
- Cultural differences, field trips and visit 2 museums.

ECTS: 5 (Contact time: 48 hours - Self-study: 92 hours)

##### Learning objectives

The main goal of the course is that students will acquire some basic knowledge of the Dutch language, history, and culture. Their knowledge and understanding of Dutch history and culture will be a contribution to their personal growth and to the development of their professional skills. Their ability to speak and understand some basic Dutch is essential for their progress in adapting to Dutch society during their stay and to be able to socialise with the Dutch, and therefore get to know the country and its people.

#### HEWE - Hotel and Event Week

##### Course description

During the actualy Hotel and Event week you will be running a hotel with your fellow students. You will carry out activities in various areas including the Front Office, Housekeeping, Human Resources, Kitchen, Bar, Restaurant, Banqueting, PR and Finance departments. Furthermore, you will participate in a number of workshops and of course there will also be time for a bit of relaxation.

Between September and December you will be busy preparing for the Hotel- and Event Week. You will carry out assignments either individually or in groups. For this will you receive each week two hour's counseling from a teacher.

ECTS: 4 (Contact time: 18 hours - Self-study: 122 hours)

##### Learning objectives

Competences:

- Arranging, administering and improving business and organisational processes.
- Social and communications competencies (interpersonal, organisational).
- Creating 'experiences' by providing hospitality.

## **VTTE - Technical Restaurant Skills**

### **Course description**

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During the course Restaurant Skills, the student will learn skills and knowledge necessary for working in the hospitality business. Attention is given to: hospitality terminology, beverage knowledge, material knowledge and Social Responsibility.

ECTS: 2 (Contact time: 27.5 hours - Self-study: 28.5 hours)

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### **Learning objectives**

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- The student can give a description of the hospitality market and the common business formulas within the market.
  - The student can describe how the chosen business formula affects the needs and expectations of guests.
  - The student can describe how the chosen business formula affects the interpretation of the work and level of service.
  - The student can give a description of different hospitality terminology.
  - The student can close off the register and justify the revenue and any cash differences.
  - The student can describe what needs to be controlled/ checked when closing a hospitality business.
  - The student can describe restaurant materials and indicated where and when these materials are used.
  - The student can indicate in which glass a drink should be served and what amount should be served.
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## **VTHE - Technical Hotel Skills**

### **Course description**

The aim of the Professional Hotel Practices subject is to provide the student with an insight into the functioning of the hotel world. The following subjects are amongst those which will be discussed: hotel departments, hotel organisation, types of collaborations, reservation channels, contracts, revenue management, a guest's arrival, stay and departure and safety in the hotel. We will also be taking a more in-depth look at the functioning of the Rooms Division departments: Reservations, Front Office, Housekeeping and Technical Services.

EC: 2 (Contact time: 18 hours - Self-study: 38 hours)

### **Learning objectives**

- The student can describe the categories which the hotel classifications are based on.
- The student can describe how hotels are classified in different systems across the world.
- The student can indicate which criteria influences the number of stars awarded.
- The student can explain how the size, design and facilities of a hotel room are established using the hotel's number of stars, the room price, the location and the hotel's style.
- The student can describe the various different hotel styles.
- The student can describe the possibilities in relation to the interior, the facilities and the services available in a hotel room.
- The student can list the different departments within a hotel and present the structure in an organogram.
- The student can provide a description of the tasks and responsibilities of various different departments and functions within a hotel.
- The student can identify the advantages and disadvantages of outsourcing certain departments/activities.
- The student can describe the different ways in which a guest selects a hotel.
- The student can describe the different reservation channels and can describe how a hotel can use these.
- The student can describe what a hotel can do against no-shows.
- The student can describe what in-house selling means and indicate what its importance is.
- The student can describe how a hotel would organise a group arrival.
- The student can explain why it's important for the check-out procedure to run quickly and smoothly.
- Etc...etc....

## **EVME – Event Marketing**

### **Course description**

During the course Event Marketing you will learn how to use an event to reach marketing objectives. The theory explains in which way events are important within cross-channel communication and connects Event Marketing with the marketing strategy of the organization.

EC: 2 (Contact time: 18 hours - Self study: 38 hours)

### **Learning objectives**

- The student knows the definitions, facts, numbers and basic assumptions of successful event marketing.
- The student is able to think in a strategic way and can argue why an event should be used as a marketing instrument.
- The student knows the range of applications of event marketing and knows which contribution event marketing can have for brand-, relation-, proposition- and sales policy and for organizational changes.
- The student is capable to put relations between themes within the marketing subjects.
- The student can position an experience within the cross-channel communication.

- The student can put the relation between the experience economy and event marketing.
  - The student can determine the position of event marketing within the organization.
  - The student is able to apply the process of strategic event marketing following the steps of strategic marketing planning.
  - The student knows the conceptional framework and the importance of accountability and he knows the conditions to make event marketing accountable.
  - The student knows the methods and techniques of measuring effects.
  - The student is able to analyze the data and is able to formulate conclusions using the model of fair diagnostics.
  - The student knows the critical success factors of event marketing.
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## **REHE - Hospitality Law**

### **Course description**

Hospitality Law is a mandatory course for second-year students of Hospitality and Event Management. And is about analysing the financial and legal aspects, internal processes and the business or organisational environments in order to reinforce relationships and exchanges.

EC: 3 (Contact time: 32 hours - Self-study: 52 hours)

### **Learning objectives**

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## **PMAE – Human Resources Management**

### **Course description**

The course HRM provides an overview of HR strategies and functions, covering a wide array of HR related subject. Topics to be considered in the course include, among others, staffing, job analysis, selection, employee development and managing compensation schemes. Learning in the classroom will be facilitated through the use of textbook readings, class discussion, exercises/activities, video and film.

This course is designed to introduce students to the field of human resource management (HRM). The main objective will be to provide a solid foundation of knowledge of basic HRM topics. The course will examine HRM from the perspective of a manager (not necessarily a HRM manager). In addition, the course will emphasize student development of HRM skills.

EC: 4 (Contact time: 40 hours - Self-study: 72 hours)

### **Learning objectives**

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This course adheres to the following competences:

- Applying Human Resource Management with respect to the strategy of the organisation.
  - Arranging, administering and improving business and organisational processes.
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## Module International Tourism Management

### DLC - Dutch language & culture

#### Course description

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Dutch as a foreign language (DFL): the students will be introduced to some basic knowledge of the Dutch language so they can help themselves in day-to-day situations. Following topics will be focused on:

- vocabulary and idiom needed for introducing one self and participating in informal conversations;
- vocabulary and idiom necessary for shopping and buying groceries;
- vocabulary and idiom necessary for asking for, understanding and giving directions;
- vocabulary and idiom necessary for education and work;
- vocabulary and idiom necessary for description of personal characters.

Students will be tested on their learning progress through group and individual assignments. There will be 4 exams in which the ability of using the Dutch language in a practical and informal way is the main objective.

Dutch Culture (DC): the students will be introduced to some important aspects of the Dutch history and culture. The main topics are:

- Utrecht or Amsterdam: citywalk: history, architecture, living in Utrecht or Amsterdam in today's world, getting around in Utrecht or Amsterdam.
- Cultural differences, field trips and visit 2 museums.

ECTS: 5 (Contact time: 48 hours - Self-study: 92 hours)

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#### Learning objectives

The main goal of the course is that students will acquire some basic knowledge of the Dutch language, history, and culture. Their knowledge and understanding of Dutch history and culture will be a contribution to their personal growth and to the development of their professional skills. Their ability to speak and understand some basic Dutch is essential for their progress in adapting to Dutch society during their stay and to be able to socialise with the Dutch, and therefore get to know the country and its people.

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### RSBE - Travel Destinations

#### Course description

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An in-depth look into tourist destinations. Looking at tourist destinations, areas, countries, towns from various different angles of incidence.

EC: 2 (Contact time: 18 hours - Self-study: 38 hours)

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#### Learning objectives

Competences: Initiating, creating and marketing products and services.

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## **TBTE - Touroperating & Business Travel**

### **Course description**

First of all, the study unit Tour operating & Business Travel gives insight into the total tour operating process, from strategic decision-making to the operational interpretation. The sub-processes of purchasing, production, distribution, sales and execution will be dealt with and explained separately during the lectures. The following will also be dealt with: the structure of the travel sector, strategically responding to the needs of the consumer, and the future expectations within the travel sector.

In addition, the various parts of business travel will be addressed, namely: meetings industry, incentive travel, exhibitions industry and corporate hospitality.

EC: 4 (Contact time: 40 hours - Self-study: 72 hours)

### **Learning objectives**

Competences: Initiating, creating and marketing products and services.

Performance indicator: Developing professional skills.

## **DNME – Destination Management**

### **Course description**

Positioning a destination. Positioning, communicating and building up a name or brand name for vivid destinations. The students should understand the activities that are designed to in order to market a destination. Who stakeholders and how can tourism be developed? The development of a destination is viewed from various perspectives. From the perspective of the destination and DMO (Destination Management Organisation) themselves, as well as from the perspective of suppliers/service providers.

ECTS: 4 (Contact time: 20 hours - Self-study: 92 hours)

### **Learning objectives**

- The student understands the meaning of Destination Management.
- The student can compile a checklist to check which aspects and parties are essential for DNME.
- The student is aware of the positive and negative effect DNME has on destinations.
- The student has general knowledge of destinations, strategies and campaigns in relation to DNME.
- In addition to knowledge of developing/managing a destination from a DMO's perspective, the student also has knowledge of developing/managing a destination from the providers/suppliers' perspective.
- The student has knowledge of existing and well known Tourism Exhibitions.
- The student can prepare a Destination Development Plan.
- The student is aware of the activities which need to be carried out in order to introduce a country/destination to the market.

## **EVME – Event Marketing**

### **Course description**

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During the course Event Marketing you will learn how to use an event to reach marketing objectives. The theory explains in which way events are important within cross-channel communication and connects Event Marketing with the marketing strategy of the organization.

EC: 2 (Contact time: 18 hours - Self study: 38 hours)

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### **Learning objectives**

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- The student knows the definitions, facts, numbers and basic assumptions of successful event marketing.
  - The student is able to think in a strategic way and can argue why an event should be used as a marketing instrument.
  - The student knows the range of applications of event marketing and knows which contribution event marketing can have for brand-, relation-, proposition- and sales policy and for organizational changes.
  - The student is capable to put relations between themes within the marketing subjects.
  - The student can position an experience within the cross-channel communication.
  - The student can put the relation between the experience economy and event marketing.
  - The student can determine the position of event marketing within the organization.
  - The student is able to apply the process of strategic event marketing following the steps of strategic marketing planning.
  - The student knows the conceptional framework and the importance of accountability and he knows the conditions to make event marketing accountable.
  - The student knows the methods and techniques of measuring effects.
  - The student is able to analyze the data and is able to formulate conclusions using the model of fair diagnostics.
  - The student knows the critical success factors of event marketing.
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## **ARPE – General Travel and Product knowledge**

### **Course description**

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Course description will be published before the start of the course.

EC: 2 (Contact time: 20 hours - Self-study: 36 hours)

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### **Learning objectives**

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## **PMAE – Human Resources Management**

### **Course description**

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The course HRM provides an overview of HR strategies and functions, covering a wide array of HR related subject. Topics to be considered in the course include, among others, staffing, job analysis, selection, employee development and managing compensation schemes. Learning in the classroom will be facilitated through the use of textbook readings, class discussion, exercises/activities, video and film.

This course is designed to introduce students to the field of human resource management (HRM). The main objective will be to provide a solid foundation of knowledge of basic HRM topics. The course will examine HRM from the perspective of a manager (not necessarily a HRM manager). In addition, the course will emphasize student development of HRM skills.

EC: 4 (Contact time: 40 hours - Self-study: 72 hours)

### **Learning objectives**

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This course adheres to the following competences:

- Applying Human Resource Management with respect to the strategy of the organisation.
  - Arranging, administering and improving business and organisational processes.
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## Module International Business Management

### DLC - Dutch language & culture

#### Course description

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Dutch as a foreign language (DFL): the students will be introduced to some basic knowledge of the Dutch language so they can help themselves in day-to-day situations. Following topics will be focused on:

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- vocabulary and idiom necessary for shopping and buying groceries;
- vocabulary and idiom necessary for asking for, understanding and giving directions;
- vocabulary and idiom necessary for education and work;
- vocabulary and idiom necessary for description of personal characters.

Students will be tested on their learning progress through group and individual assignments. There will be 4 exams in which the ability of using the Dutch language in a practical and informal way is the main objective.

Dutch Culture (DC): the students will be introduced to some important aspects of the Dutch history and culture. The main topics are:

- Utrecht or Amsterdam: citywalk: history, architecture, living in Utrecht or Amsterdam in today's world, getting around in Utrecht or Amsterdam.
- Cultural differences, field trips and visit 2 museums.

ECTS: 5 (Contact time: 48 hours - Self-study: 92 hours)

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#### Learning objectives

The main goal of the course is that students will acquire some basic knowledge of the Dutch language, history, and culture. Their knowledge and understanding of Dutch history and culture will be a contribution to their personal growth and to the development of their professional skills. Their ability to speak and understand some basic Dutch is essential for their progress in adapting to Dutch society during their stay and to be able to socialise with the Dutch, and therefore get to know the country and its people.

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### ADVE – Advisory Skills

#### Course description

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The Advisory Skills course includes the knowledge and skills involved with providing organisations with advice. It prepares the student for a future advisory role (consultant), which the providing of (organisational) advice forms an integral part of. It also takes the difference between the dynamics in various different types of organisations (profit, non-profit) into account.

This course is all about having the knowledge and becoming skilful at advising and convincing others in the role of business consultant. A business consultant doesn't have the power or means to facilitate or implement an advisory project. It's all about creating acceptance and realising the implementation of ideas with the customer and the organisation which the consultant/advisor works for. Through the power of persuasion, good support and good communication skills. This is how students learn to not just be able to put advice on paper, but also how to present it. Not just to the customer, but also to other internal and external stakeholders. The student develops the realisation that you can and must play different roles as advisor/consultant in various different settings and in different phases of the advisory project. A consultant/advisor can take on the role of advisor, facilitator of processes, implementer, strategic advisor, coach, reorganiser, leader, pioneer, confrontator, judge, jury, witness or soundboard. All these roles can occur in various different phases of the project and all demand different skills and especially flexibility.

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The skills are trained based on the change management case (which runs parallel to advisory skills). The ultimate goal is to provide a customer with advice in a professional manner, ensuring the advice is clear, is supported and will result in the required changes.

ECTS: 2 (Contact time: 18.3 hours - Self-study: 37.7 hours)

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### **Learning objectives**

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- Developing, implementing and evaluating a change process.
  - Social and communicative competency.
  - Analysing policy issues, translating into policy objectives and alternatives and preparing decisions.
  - Application of human resource management in light of the organisation's strategy.
  - Developing, implementing and evaluating a change process.
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## **IBSE - International business**

### **Course description**

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The course International Business Studies (IBS/IBSE) gives an introduction to the field of international business. The students will learn about key concepts like internationalization and globalization, the economic, political and legal foundations of international business and the role of several principal institutions like the EU. Further, topics like theories of trade, competitiveness and multinational enterprises will be dealt with.

After completing this course the students can do an extensive international research and advise management on the opportunities and threats in the international business environment.

ECTS: 4 (Contact time: 27.5 hours - Self-study: 84.5 hours)

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### **Learning objectives**

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- The student is able to illustrate the concepts of international business and globalization. The student is also able to give further information about the history and current trends of globalization.
  - The student can describe several formal (political, economic and legal) institutions which an International company is dealing with. The student can further describe the company implications with these formal institutions.
  - The student can describe several informal (culture, religion, language) institutions which an International company is dealing with. The student can further describe the company implications with these informal institutions.
  - The student can describe and assess the resources of an international company.
  - The student is able to explain the drives of international business based on several international trade theories .
  - The student is familiar with the term 'foreign direct investment' (FDI) and is able to illustrate this term based on the OLI-principle.
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## **IBLE - International business law**

### **Course description**

This course is for students of the International Business Management programme. The aim of the course is to provide a general introduction into the elements of international and European law that are relevant for international business. Students are expected to gain basic knowledge on international contracts, competition, torts, businesses, trade, and labour. Having such a basic level of knowledge will enable students to deal with relatively simple legal issues during their internships and career.

ECTS: 2 (Contact time: 20 hours - Self-study: 48 hours)

### **Learning objectives**

The course International business law is linked to the following IBM competence and performance indicator:

- Analyzing legal and financial aspects, internal processes and the business- or organization environment in order to enhance coherence and interaction.
- Legal knowledge of international business.

Learning goals - After taking this course, students:

- have knowledge on basic features of international private law;
- have knowledge on basic features of European law;
- have knowledge on basic features of international public law relating to business, including trade law, labour law, tort law, contract law;
- understand the roles that these fields have in international business relations;
- can solve a basic legal case relating to one of the aforementioned legal fields by applying their knowledge;
- can connect and discern the aforementioned legal fields and describe their links and differences.

## **EXTE - Export Management**

### **Course description**

Exportmarketing (EPTE) is part of the minor International Business. Following a case, students will choose a market to which they will (fictively) internationalise. During the first half of the semester students will perform company and country analyses and will assess market opportunities. Results of the analyses phase will be presented to the internal management team for approval. In the second half of the semester students will formulate market entry strategy, and will design and implement the international market and sales program. International account management is the final stage of the course.

ECTS: 3 (Contact time: 20 hours - Self-study: 64 hours)

### **Learning objectives**

- The student knows what criteria to consider to determine if a company is ready to engage in international business;
- The student is able to perform a country analysis on macro, industry/meso and micro level and formulate a market entry strategy;
- The student knows how to translate the company's objectives into objectives for international business and design a plan how to successfully enter a foreign market, and convincingly present this to the management team;
- The student is aware of the most relevant market entry strategies to enter foreign markets and is able to make an informed decision on a foreign market selection;
- The student can underline the importance of e-commerce and describe its relevance in an export plan;

- The student knows the most important aspects of product and price in international business and is able to incorporate this into an export plan;
  - The student knows the most important aspects of distribution and communication in international business and is able to incorporate this into an export plan;
  - The student is able to write an export plan and is able to successfully present this to a (potential) foreign business partner;
  - The student recognizes the importance of the business relationship with a foreign business partner, the importance of expertise of the foreign market and how this impacts on the success of the business.
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## **IAME – International Advertising and Media**

### **Course description**

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International Marketing has become a necessity for many companies that wish to grow and for those companies that wish to keep going in relation with the international competition.

In the past, the central question concerning internationalization was: should a company become standardized or not? However, nowadays cultural segmentation plays a very large role. Within international marketing and advertising, it has become clear that understanding the differences between cultures has become a discipline on its own.

The lecture programme deals with many aspects which are important for this subject area, for example, consumer behaviour in different cultures, cultural dimensions, cultural values, communication and design of websites, product and packaging.

ECTS: 2 (Contact time: 18.3 hours - Self-study: 37.7 hours)

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### **Learning objectives**

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- The cultural influence on marketing and advertising
  - Learning to recognize consumer behaviour
  - Developing a global brand strategy
  - Understanding international research and media
  - The value paradoxes as a basis for effective international marketing
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## Module International Business Management II

### DLC - Dutch language & culture

#### Course description

Dutch as a foreign language (DFL): the students will be introduced to some basic knowledge of the Dutch language so they can help themselves in day-to-day situations. Following topics will be focused on:

- vocabulary and idiom needed for introducing one self and participating in informal conversations;
- vocabulary and idiom necessary for shopping and buying groceries;
- vocabulary and idiom necessary for asking for, understanding and giving directions;
- vocabulary and idiom necessary for education and work;
- vocabulary and idiom necessary for description of personal characters.

Students will be tested on their learning progress through group and individual assignments. There will be 4 exams in which the ability of using the Dutch language in a practical and informal way is the main objective.

Dutch Culture (DC): the students will be introduced to some important aspects of the Dutch history and culture. The main topics are:

- Utrecht or Amsterdam: citywalk: history, architecture, living in Utrecht or Amsterdam in today's world, getting around in Utrecht or Amsterdam.
- Cultural differences, field trips and visit 2 museums.

ECTS: 5 (Contact time: 48 hours - Self-study: 92 hours)

#### Learning objectives

The main goal of the course is that students will acquire some basic knowledge of the Dutch language, history, and culture. Their knowledge and understanding of Dutch history and culture will be a contribution to their personal growth and to the development of their professional skills. Their ability to speak and understand some basic Dutch is essential for their progress in adapting to Dutch society during their stay and to be able to socialise with the Dutch, and therefore get to know the country and its people.

### BSEE – Business English

#### Course description

Business English is likely to be a major part in your future career in the world of international hospitality or events. A good command of English will help you to get along professionally in the world of business. In this minor course you will focus on business English: you will speak as if you were a member of a management team, act as a head of department, or negotiate as a sales rep. Also, your written proficiency - emails, reports – will be tested. In this course, a fair number of role plays and other assignments will make you feel prepared for your future roles. We hope you will improve your skills and that you will enjoy this course.

The course BSEE is part of the minor International Business (IBPE), together with the course International Management, Export Management and International advertising.

## **IMME – International Management**

### **Course description**

International Management is one of the courses of the minor International Business. International management (IMME) starts from a global perspective by looking at factors that are influencing business then works towards a more organizational perspective into the specific role of the international manager. With optional choices for future ambitions with regard to international management, the program offers a mixture of capturing knowledge and skills and learning from experiences. The core business and most important tools for an international manager in Tourism and Hospitality management will be of prime focus.

ECTS: 30 (Contact time: 105 hours - Self-study: 735 hours)

### **Learning objectives**

Understanding of the main concepts within international management.

- Understanding the concept and impact of cultural dynamics on international management and the ability of adjusting to the needs.
- A profound understanding of the concept of cultural intelligence.

## **IAPE – International Advertising and Promotions**

### **Course description**

International Marketing and Advertising have become a necessity for many companies that wish to grow and for those companies that wish to keep going in relation to the international competition.

In the past, the central question concerning internationalization was: should a company become standardized or not? However, nowadays cultural segmentation plays a very large role. Within international marketing and advertising, it has become clear that understanding for the differences between cultures has become a separate discipline.

The lecture programme deals with many aspects which are important within international advertising, for example, consumer behaviour in different cultures, cultural dimensions, cultural values, communication and design of websites, product and packaging.

The course IAPE is part of the minor International Business (IBPE), together with the course International Management, Export Management and Business English.

### **Learning objectives**

The following learning goals are the main focus of this subject:

- the cultural influence on marketing and advertising.
- learning to recognize consumer behavior.
- developing a global brand strategy.
- understanding international research and media.
- the value paradoxes as a basis for effective international marketing and advertising.

## **EXTE - Export Management**

### **Course description**

Exportmarketing (EPTE) is part of the minor International Business. Following a case, students will choose a market to which they will (fictively) internationalise. During the first half of the semester students will perform company and country analyses and will assess market opportunities. Results of the analyses phase will be presented to the internal management team for approval. In the second half of the semester students will formulate market entry strategy, and will design and implement the international market and sales program. International account management is the final stage of the course.

EC: 30, In case of part of the whole minor: IBPE, IMME, IAPE, EPTE, BSEE (Contact time: 91.6 hours - Self-study: 748.4 hours)

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**Learning objectives**

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- The student knows what criteria to consider to determine if a company is ready to engage in international business;
  - The student is able to perform a country analysis on macro, industry/meso and micro level and formulate a market entry strategy;
  - The student knows how to translate the company's objectives into objectives for international business and design a plan how to successfully enter a foreign market, and convincingly present this to the management team;
  - The student is aware of the most relevant market entry strategies to enter foreign markets and is able to make an informed decision on a foreign market selection;
  - The student can underline the importance of e-commerce and describe its relevance in an export plan;
  - The student knows the most important aspects of product and price in international business and is able to incorporate this into an export plan;
  - The student knows the most important aspects of distribution and communication in international business and is able to incorporate this into an export plan;
  - The student is able to write an export plan and is able to successfully present this to a (potential) foreign business partner;
  - The student recognizes the importance of the business relationship with a foreign business partner, the importance of expertise of the foreign market and how this impacts on the success of the business.
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## Minor Financial Management

### DLC - Dutch language & culture

#### Course description

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- Utrecht or Amsterdam: citywalk: history, architecture, living in Utrecht or Amsterdam in today's world, getting around in Utrecht or Amsterdam.
- Cultural differences, field trips and visit 2 museums.

ECTS: 5 (Contact time: 48 hours - Self-study: 92 hours)

#### Learning objectives

The main goal of the course is that students will acquire some basic knowledge of the Dutch language, history, and culture. Their knowledge and understanding of Dutch history and culture will be a contribution to their personal growth and to the development of their professional skills. Their ability to speak and understand some basic Dutch is essential for their progress in adapting to Dutch society during their stay and to be able to socialise with the Dutch, and therefore get to know the country and its people.

## Minor Financial Management

#### Course description

During the minor International Financial Management you will learn to formulate a strategy for your company. Based on a management game, you will look at international sales possibilities. Within a team, you will try to remain ahead of your competitors and make your business as successful as possible. For this purpose, you will need additional knowledge, which will be gained during the course IFE. The spoken language of the course is English. Your reports and presentations will be in English. The course FAE will help you to improve your English and give you more knowledge about business related English.

The minor consists of three subjects:

- **International Finance (IFE)**
- **Business Game T-challenge (TCE)**
- **Financial English (FAE)**

ECTS: 15 (Contact time: 46 hours - Self-study: 375 hours)

## **Learning objectives**

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During this course you will:

- learn to make an investment analysis, to evaluate scenarios of future developments, and to make decisions at strategic, tactical or operational level. The student will be capable to act as a discussion partner with financial experts.
  - acquire an insight into companies' financial yields and their performance levels and the subsequent consequences for calculating the acquisition sum.
  - learn to describe the role of financial statements in executive management and read Financial Statements to identify: assets, liabilities, income and transactions and cash effects.
  - learn to identify the main goal of the MNC and potential conflicts with that goal.
  - learn about the key theories that justify international business and explain the common methods used to conduct international business.
  - learn to describe the background and corporate use of the following international markets: FX, international money market, international credit market, international bond market and international stock markets
  - learn to describe common motives for initiating direct foreign investment and learn to illustrate the benefits of international diversification.
  - learn to identify and work with the common factors used by MNCs to measure a country's political risk and financial risk, long term financing in foreign currencies and making decisions.
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**Course description**

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Dutch as a foreign language (DFL): the students will be introduced to some basic knowledge of the Dutch language so they can help themselves in day-to-day situations. Following topics will be focused on:

- vocabulary and idiom needed for introducing one self and participating in informal conversations;
- vocabulary and idiom necessary for shopping and buying groceries;
- vocabulary and idiom necessary for asking for, understanding and giving directions;
- vocabulary and idiom necessary for education and work;
- vocabulary and idiom necessary for description of personal characters.

Students will be tested on their learning progress through group and individual assignments. There will be 4 exams in which the ability of using the Dutch language in a practical and informal way is the main objective.

Dutch Culture (DC): the students will be introduced to some important aspects of the Dutch history and culture. The main topics are:

- Utrecht or Amsterdam: citywalk: history, architecture, living in Utrecht or Amsterdam in today's world, getting around in Utrecht or Amsterdam.
- Cultural differences, field trips and visit 2 museums.

ECTS: 5 (Contact time: 48 hours - Self-study: 92 hours)

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**Learning objectives**

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The main goal of the course is that students will acquire some basic knowledge of the Dutch language, history, and culture. Their knowledge and understanding of Dutch history and culture will be a contribution to their personal growth and to the development of their professional skills. Their ability to speak and understand some basic Dutch is essential for their progress in adapting to Dutch society during their stay and to be able to socialise with the Dutch, and therefore get to know the country and its people.

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## Minor Digital Marketing

### Course description

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The internet technology has a huge impact on communication between people and on the way we do business. The process of buying and selling products, as well as providing or looking for services, has changed significantly over the past years.

Within the minor Digital Marketing (DMK) students learn how setting up a successful online business making use of the online technology. DMK and the practical application Project Digital Marketing (PDM) are inextricably linked.

ECTS: 15 (Contact time: 44 (DMK) / 22 (PDM) hours - Self-study: 354 hours)

The minor consists of two components, namely Digital Marketing (DMK) which is the theoretical part and Digital Marketing Project being the practical part.

### Learning objectives

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Objectives for the minor Digital Marketing:

- The student applies the possibilities of online media to turn a project into (sustainable) success
  - The student applies digital business and (combination) of business models in the digital environment;
  - The student finds and recognize trends concerning the digital environment and marketing;
  - The student draws up an internet/digital strategy including substantiation/justification;
  - The student applies digital marketing with the objective to get in touch, to build reach and generating traffic of visitors to websites, social media and other suitable channels;
  - The student measures, analyses, evaluates and appoints (subsequent) actions for the digital marketing objectives and strategy;
  - The student analyzes data on visitor behavior and translates this to digital marketing actions;
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## Additional courses that can be added freely to your chosen module

### **MGAE - Marketing Analysis**

#### **Course description**

The following parts are highlighted in the Marketing module Market Analysis (MK1E):

- explain/argue the strategic profile of an organisation;
- the analysis of internal and external developments;
- processing the results of internal and external developments in a SWOT/confrontation matrix.

ECTS: 4 (Contact time: 38 hours - Self-study: 74 hours)

#### **Learning objectives**

- Developing a vision of changes and trends in the external environment and developing relationships, networks and various chains.
- Analysing the financial and legal aspects, internal processes and the business or organisational environments in order to reinforce relationships and exchanges.
- Initiating and creating products and services – self-supporting and enterprising.

### **MKAE – Market Analysis**

#### **Course description**

The following parts are highlighted in the Marketing module Market Analysis (MK1E):

- Explain/argue the strategic profile of an organisation;
- The analysis of internal and external developments;
- Processing the results of internal and external developments in a SWOT/confrontation matrix.

ECTS: 4 (Contact time: 38 hours - Self-study: 74 hours)

#### **Learning objectives**

- The student can explain/ substantiate the strategic profile of an organisation.
- The student can name, describe and apply the concepts of the meso environment and macro environment and name, describe and apply the interaction between marketing and the external environment.
- The student can name and describe the most important concepts and techniques with regard to a question analysis and can carry out and apply a question analysis
- The student can name, describe and apply theories and models with regard to consumer behaviour.
- The student can name, describe and analyse the internal organisation.
- The student can make an analysis of the organisation in general, and its financial and non-financial performance.
- Student can draw up a clear SWOT analysis and confrontation matrix from the external and internal analysis and formulate the problem in a logical and consistent way.

## **MAOE – Market Research**

### **Course description**

Working in groups of two, students will complete a sector-related research task (qualitative research, quantitative research, or a combination of the two). Students must formulate a research problem, set up an investigation, assemble data, analyse the data and draw conclusions. A research report will be submitted as an end product, which must be defended on an individual basis.

ECTS: 4 (Contact time: 38 hours - Self-study: 74 hours)

### **Learning objectives**

This course adheres to the following competences:

- Developing a vision of changes and trends in the external environment and developing relationships, networks and various chains.
- Analysing the policy questions, translating the policy objectives and alternatives and preparing the decision-making process.

## **MK2E - Services Marketing**

### **Course description**

Acquiring knowledge through theory and cases about services marketing. Once completed, the student will be capable of segmenting the market, positioning the supply and interpreting and applying the marketing mix (p's) using the given marketing objectives.

The Services Marketing module (Module 2) looks at marketing at operational level. Module 1 Market Analysis is done in the first course year and module 3 Marketing Strategy will follow in the third course year. Module 2, Services Marketing, links into the Business Plan (OVH) project.

ECTS: 3 (Contact time: 27.5 hours - Self-study: 56.5 hours)

### **Learning objectives**

The student is capable of substantiating operational marketing planning in relation to a market analysis and market strategy.

- The student is capable of describing what services marketing is.
- The student is capable of describing the differences between products and services.
- The student can use the given marketing objectives to: segment the market and position the supply .

The student is capable of using the given marketing objective to compile a suitable marketing mix and correctly interpret the various different elements.

## **MVOE - Corporate Social Responsibility**

### **Course description**

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In the course Corporate Social Responsibility (MVOE) the following seven key themes are discussed:

1. Management and organization
2. Human rights
3. Working conditions
4. Environment
5. Fair operating practices
6. Consumer rights
7. Community involvement

The student is offered insight into CSR; the way we think and organize sustainable organizations and enterprises. The student is challenged to reflect on ethical issues within the branche as to formulate, analyse and relate personal ethical standards.

ECTS: 2 (Contact time: 18.3 hours - Self-study: 37.7 hours)

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### **Learning objectives**

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- The student has an insight into theory, concepts and principles of CSR.
  - The student has knowledge of ethics and is able to apply this knowledge.
  - The student has knowledge of moral values, moral standards and morality, and is able to apply this knowledge.
  - The student is able to construct a sustainable and social corporate policy report.
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## **COME - Communication**

### **Course description**

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The subject 'Communication' aims to improve Basic Communication Skills. The main objective is to improve practical skills such as conversation skills, preparing and giving a presentation and conducting an interview. The focus is on practicing and improving these skills. The theory that will be presented will be linked to these skills.

Competence: Social and communicative competence (interpersonal and organisational).  
Performance indicator: Oral communication and having conversations (speaking).

ECTS: 1 (Contact time: 18.3 hours - Self-study: 9.7 hours)

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### **Learning objectives**

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- The student is able to utilise various conversation techniques.
  - The student is able to prepare and conduct a presentation.
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## **PMAE – Human Resources Management**

### **Course description**

The course HRM provides an overview of HR strategies and functions, covering a wide array of HR related subject. Topics to be considered in the course include, among others, staffing, job analysis, selection, employee development and managing compensation schemes. Learning in the classroom will be facilitated through the use of textbook readings, class discussion, exercises/activities, video and film.

This course is designed to introduce students to the field of human resource management (HRM). The main objective will be to provide a solid foundation of knowledge of basic HRM topics. The course will examine HRM from the perspective of a manager (not necessarily a HRM manager). In addition, the course will emphasize student development of HRM skills.

EC: 4 (Contact time: 40 hours - Self-study: 72 hours)

### **Learning objectives**

This course adheres to the following competences:

- Applying Human Resource Management with respect to the strategy of the organisation.
- Arranging, administering and improving business and organisational processes.

## **ECME – E-Commerce**

### **Course description**

During this subject students will study interactive marketing application in the digital system. The main objective is to study the means to establish contact, start and maintain a dialogue with the customer/online guest in the digital system in a professional and organized manner.

Study objectives:

- Applying e-business to organisations in (or related to) the hospitality branch.
- The effects of “joining the conversation” on the online customer/guest.
- The different interactive techniques/tools to establish contact and measure the MROI (marketing return on investment).
- The implications of implementation and applying e-business to the internal organisation.

EC: 4 (Contact time: 40 hours - Self-study: 72 hours)

### **Learning objectives**

Competences:

The course ECME is linked to the following competences:

- Developing a vision of changes and trends in the external environment and developing relationships, networks and various chains.
- Arranging, administering and improving business and organisational processes.

Knowledge and skills:

- The student understands the definition, content and professional impact of e-business en e-commerce.
- The student recognize and understand the methods and techniques to Reach an Attract, Engage and retain customers as well as building and deepen the customer relations in the digital eco system along this line.
- The student has knowledge of and understands the research methods available to measure and evaluate the digital online customer flow and behaviour.
- The student understands the process of successful implementation of e-business and e-commerce.
- The student is able to translate the e-business understanding and knowledge to the tourism and hospitality branch.

## PRME – Project Management

### Course description

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When working in a business it's important to know how to work on projects because almost everybody who works in a business will be sometimes part of a project team. That's why students get at the start of the first year in an introduction in Project Management with focus on working together in a project Team.

Because of this focus on working together in a Project Team it's mandatory to follow the lessons.

EC: 2 (Contact time: 18.3 hours - Self-study: 37.7 hours)

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### Learning objectives

#### In the general sense:

- the student knows the theoretical background as well as the structural and practical construction related to working in a project-based manner;
- the student knows how to apply the concept (the set-up and structure) related to working in a project-based manner.

#### In more specific terms:

- the student knows what is meant by project-based work and can distinguish it from ordinary activities within a company;
  - the student can indicate which place a particular project takes place in relationship to the environment and within which limits (project definition & project scope);
  - the student is able to apply the entire process of project management in accordance with the ways projects are coordinated in the organisation;
  - the student knows the social and communicative aspects regarding project teams and can apply this knowledge when building a project team (or project teams);
  - the student is familiar with project methodologies and is skilled in the creation of project set-ups and the application of techniques/methodologies for the quality and risk control of projects;
  - the student knows techniques that can be used for the set-up and implementation of the project and has documentation and communication skills;
  - the student is capable of using communication techniques for the successful implementation of the project, for evaluation purposes after first use and for aftercare with respect to project completion;
  - the student can apply project phasing & project planning methodology.
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