

# COURSE DESCRIPTION SHEET

## International Exchange Programme - Spring Semester 2018

### Module Hospitality 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.

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: 4 (Contact time: 40 hours - Self-study: 72 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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## **EPME - Event Project Management**

### **Course description**

During the subject Event Project Management you will learn how to manage a project. You will run through the following 5 phases: start-up, overview, structure, execution and project closure/evaluation. Meanwhile you will apply various project management tools. Project management at an event agency begins as soon as the assignment enters. The project manager takes charge and makes sure that the work is completed using the 5 essential aspects of project management: time, money, quality, information and organization.

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

### **Learning objectives**

- The student understands the importance of the project-based approach to events.
- The student can approach an event in terms of project management.
- The student can use various project management tools.
- The student is able to compose a strategic plan for an event.
- The student is capable to draft an action list for an event.
- The student can research the practical feasibility of an event.
- The student can calculate a budget for an event.
- The student can write an event proposal.
- The student is able to make a selection list of suppliers for an event.
- Etc...etc...

## **MNLE - Menu Development and Design**

### **Course description**

Within the course Menu Development and Design attention is given to the human and product side of taste. The student learns, on the basis of universal taste factors, to combine appropriate wine and food combinations. In addition, the student learns to set up menus according to the menu rules and to adjust a menu according to a guest belief or health requirements.

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

### **Learning objectives**

- The student is able to describe basal wine-food combinations.
- The student is able to describe the most important factors that influence taste.
- The student is able to name and describe universal tast factors.
- The student is able to describe the gastronomic rules.
- The student is able to apply the rules of menu development and design.
- The student is able to advise the guest on the preparation methods of dishes.
- The student is able to name dishes suitable for the discussed meals.
- The student is able to compose menus based on diet or belief.

## **RHCE - Reservation system Hotelconcepts**

### **Course description**

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During the course Reservation System HotelConcepts you will learn, with the support of Hotel Concepts IDPMS, how to book hotel rooms, change reservations, assign room numbers, move guests, check in guests, keep guest accounts up to date, check out guests, make group reservations, assign guests to a group reservation, assign room numbers, check in group members, keep accounts of group members up to date, check out groups.

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

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### **Learning objectives**

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#### Competency

- Creating 'experiences' by offering hospitality

#### Performance indicators

- Organising the guest cycle
- Offering hospitality

#### Learning goals

- The student can interpret the availability and house status correctly, and accordingly help the guests, companies and travel agents in a suitable way, supported by the computer reservation system Hotel Concepts IDPMS and the correct procedures and techniques.
  - The student can make reservations for guests, supported by Hotel Concepts IDPMS and the correct procedures and techniques.
  - The student can adapt reservations for guests, supported by Hotel Concepts IDPMS and the correct procedures and techniques.
  - The student can make and adapt preferences with regard to room reservations for guests, supported by Hotel Concepts IDPMS and the correct procedures and techniques.
  - The student can make and adapt account instructions for guests, supported by Hotel Concepts IDPMS and the correct procedures and techniques.
  - The student can check in guests, supported by Hotel Concepts IDPMS and the correct procedures and techniques.
  - The student can charge amounts to guest accounts, supported by Hotel Concepts IDPMS and the correct procedures and techniques.
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## **FBME - Food & Beverage Management**

### **Course description**

This subject is an introduction to the hotel & food service industry in order to give students a thorough impression of the work field. On the basis of obtained product expertise and background information when working with food and drinks, the organisation of a large number of food & beverage management tasks are discussed in this subject that are carried out at a company that provides food and drinks. They include: developing a restaurant concept, designing a menu with standard recipes and price provisions, menu engineering, preparatory work in the production process, financial management and yield management, H.A.C.C.P. and service styles.

ECTS: 4 (Contact time: 33 hours - Self-study: 79 hours)

### **Learning objectives**

Competence: Creating experiences by providing hospitality

Learning objectives:

- The student can identify important factors related to the nature of the need for food and beverage products.
- The student can name and describe departments and functions of the F & B department.
- The student can name the main stages of concept and product development.
- The student can name factors that should be taken in consideration when making operational decisions.
- The student is aware of the requirements of health and safety.
- The student can name the most important factors that influence the menu policy.
- The student can manage the purchase and inventory of food and beverage management.
- The student can identify the opportunities and challenges of organizing events.
- The student can perform financial analyzes and evaluations.

## **PMAE - Human Resource 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.

## CCDE - Creative Concept Design

### Course description

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Our brains are powerful pattern creators. Thinking and acting in patterns is both fast and efficient. It costs us little energy and is generally very effective. We can easily use the same approach again and again once we have discovered how we can solve something. Just imagine if you had to figure out how to get yourself dressed every single morning, or perhaps work out in which order you are going to make yourself a cup of coffee today?!

However, it's these same useful (thought) patterns which can actually hinder us when looking at a question or challenge in a completely different manner. Many different scientists have focussed on thinking and the creation and creativity phenomenon. Which processes are involved when people are being creative and finding completely new insights, which skills are called on in such cases? A variety of methods and techniques have been developed based on different approaches. Sometimes more focussed on inventive problem solving (innovation), sometimes more focussed on practical problem solutions. But all with the exact same objective: breaking the thought process free from the ingrained train of thought.

Successfully setting yourself apart from your competitors means you constantly need to come up with an innovative and creative concept proposal for a touristic product or service. The Creative Concept Design (CCDE) lessons will teach you to think 'out of the box' and apply creative techniques and skills when coming up with a creative concept.

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

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### Learning objectives

The student recognizes the difference between thinking in patterns and pattern-breaking thinking.

- The student is familiar with the term 'lateral thinking'.
- Along with other students, the student can assess the composition of a project team on 'left-brain thinkers and right-brain thinkers' and reflect on this.
- The student recognizes the various phases of the creative process.
- Along with other students, the student can draw up a starting formulation for a creative process, on the basis of a given case study.
- Along with other students, the student can apply the objectives according to the ROI/ROO/ROE methods, on the basis of a given case study.
- Along with other students, the student can draw a mind map, as an instrument for charting the various relevant facets of a given case study.
- Along with other students, the student can apply various diverging techniques.
- Along with other students, the student can apply various converging techniques.
- Along with other students, the student can develop an innovative concept attuned to the target group(s) and objective(s) of the customer.

Etc...etc..

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## **CCME - Corporate Communication Management**

### **Course description**

In today's society communication is the king pin of any organisation. An organisation simply cannot exist without communication. Organisations, both in the profit and non-profit sector, try to realise a lasting interaction with their public groups. All groups have their own ideas and opinions about the organisation – the so-called image. This is formed by associations and experiences.

In this course you will learn how communication works and how you can best shape it and give it meaning. You will learn how communication can be used at a strategic level. The practical side is also discussed, for example keeping in touch with the press and advertising agencies.

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

### **Learning objectives**

- The student can explain what corporate communication means.
- The student can distinguish various communication modalities and identity structures.
- The student can define the market and environment in which an organisation operates.
- The student can explain what a vision, mission and collective ambition is.
- The student can explain what stakeholders are and understands the importance of a good relationship with them.
- The student can identify the current and/or the desired identity and image.
- The student can identify the gap between IST (what is) and SOLL (what should be).
- The student can identify the elements of a house style guide and understands the importance of it.
- The student knows what issue management, public affairs, crisis communication, financial communication and communication with the job market mean and understands their importance.
- The student knows various general communication theories and various mass media theories.
- The student knows which elements are vital in formulating a strategy for an organisation.
- The student can identify primary, secondary and tertiary audiences.
- The student can name the communication goals in terms of knowledge, attitude and behaviour, formulate and apply SMART.
- Etc...etc...

## **CVHE - Commercial Skills**

### **Course description**

During the course Commercial Skills the student practises his commercial skills. He learns how to recruit prospects, how to have a structured sales pitch, how to negotiate and how to deal with complaints.

EC: 1 (Contact time: 18 hours - Self-study: 10 hours)

### **Learning objectives**

- The student can identify the needs of the customer in a structured way.
- The student knows the different sales techniques and is able to apply them.
- The student can acquire new prospects.
- The student can perform a structured sales pitch.
- The student knows what sales is and understands the importance of this for his profession.

## Module International Tourism 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;
- 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: 4 (Contact time: 40 hours - Self-study: 72 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.

### CCCE - Cross Cultural Communication

#### Course description

The course Cross Cultural Communication provides an insight in the dynamics that arise in the interaction between people with different cultural backgrounds. Working across cultural borders, requires a specific set of intercultural competences. In this course, we will focus on improving the competences 'intercultural sensitivity' and 'mindful communication'. The approach we take to improve these competences, is both theoretical as well as skills and reflection oriented.

Students are invited to use the theoretical knowledge in reflective assignments.

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

#### Learning objectives

This course contributes to the following competences:

- Applying human resources management with respect to the strategy of the organisation.
- Social and communications competencies (interpersonal, organisational).

## **TMAE - Tourmanagement**

### **Course description**

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This course focuses on activities within the operational tour operating process, that are involved in the profession of a tour and product manager.

As a product manager students learn how to create a recreational program for group and city tours. This starts with the consumer: what are the latest trends, what do costumers want in 2016? Then: where do you find all the information needed? What excursion providers do you pick and how can you negotiate an agreement that is profitable to both parties? How do you translate your program into a compelling content to make the tour manager - also known as tour leader or guide - enthusiastic about it?

Tour Managers in the end, are responsible for conducting the agreed program from a to z. Their job is to give information, to guard the group ambiance and to solve several problems during the trip. Students learn about group processes, the real guiding, emergency situations, complaints, aftersales and several other tasks that belong to a true job that can be compared to a middle management position.

EC: 3 (Contact time: 18 hours - Self-study: 66 hours)

### **Learning objectives**

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After completion of the course the student has acquired the following qualifications:

- The student can describe the operational tour operating process
  - The student knows the occupations and core competencies of a tour and product manager
  - The student can mention different kind of tours and tour suppliers in the Netherlands
  - The student can find the latest trends and innovations regarding touristic entertainment
  - The student can select the appropriate sources to get destination information
  - The student can negotiate a profitable agreement and draw up a contract
  - The student is able to identify the USPs of a tour / activity and to create content to distribute.
  - The student can write and present a tour presentation or briefing with enthusiasm
  - Etc...etc...
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## **IRTE – Tourism Law**

### **Course description**

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IRTE is a mandatory course for second-year students of International Tourism Management. The course starts in January and lasts 11 weeks.

EC: 3 (Contact time: 18 hours - Self-study: 66 hours)

### **Learning objectives**

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This course adheres to the following competence: Analysing the financial and legal aspects, internal processes and the business or organisational environments in order to reinforce relationships and exchanges.

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## CCDE - Creative Concept Design

### Course description

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However, it's these same useful (thought) patterns which can actually hinder us when looking at a question or challenge in a completely different manner. Many different scientists have focussed on thinking and the creation and creativity phenomenon. Which processes are involved when people are being creative and finding completely new insights, which skills are called on in such cases? A variety of methods and techniques have been developed based on different approaches. Sometimes more focussed on inventive problem solving (innovation), sometimes more focussed on practical problem solutions. But all with the exact same objective: breaking the thought process free from the ingrained train of thought.

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

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### Learning objectives

The student recognizes the difference between thinking in patterns and pattern-breaking thinking.

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Etc...etc..

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## **MOBE – Organisational Behaviour**

### **Course description**

The course Organisational Behaviour contains the basic principles of organisational behaviour: the structure and internal functioning of organisations and the organisations external relationships and cooperations. Knowledge, vision and the application of these basic principles are effective when executed by an owner, employee or manager within an organisation.

ECTS: 3 (Contact time: 22 hours - Self-study: 62 hours)

### **Learning objectives**

- The student has knowledge of the basic principles of organisational behavior.
- The student has knowledge of and vision on environmental influences, strategic management and organizational cooperations.
- The student has knowledge of and a vision on management, decision making, individuals and groups within organisations.
- The student has knowledge of and a vision on leading and structuring organisations
- The student has knowledge of the basic principles, environmental influences, strategic management and collaborations, by using case studies and the application of practical exercises.
- The student has knowledge of the basic principles of management, decision making processes and the behavior of individuals and groups within organisations, by using case studies and the application of practical exercises.

## **PMAE - Human Resource 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.
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## **CVHE - Commercial Skills**

### **Course description**

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During the course Commercial Skills the student practises his commercial skills. He learns how to recruit prospects, how to have a structured sales pitch, how to negotiate and how to deal with complaints.

EC: 1 (Contact time: 18 hours - Self-study: 10 hours)

### **Learning objectives**

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## Module Marketing & E-commerce

### DLC - Dutch language & culture

#### Course description

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ECTS: 4 (Contact time: 40 hours - Self-study: 72 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.

### IAME – International Advertising & Media

#### 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.

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

#### Learning objectives

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

- The cultural influence on marketing and advertising
- Developing a global brand strategy
- The value paradoxes as a basis for effective international marketing and advertising

## CCME - Corporate Communication Management

### Course description

---

In today's society communication is the king pin of any organisation. An organisation simply cannot exist without communication. Organisations, both in the profit and non-profit sector, try to realise a lasting interaction with their public groups. All groups have their own ideas and opinions about the organisation – the so-called image. This is formed by associations and experiences.

In this course you will learn how communication works and how you can best shape it and give it meaning. You will learn how communication can be used at a strategic level. The practical side is also discussed, for example keeping in touch with the press and advertising agencies.

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### Learning objectives

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- The student can explain what corporate communication means.
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  - The student knows what issue management, public affairs, crisis communication, financial communication and communication with the job market mean and understands their importance.
  - The student knows various general communication theories and various mass media theories.
  - The student knows which elements are vital in formulating a strategy for an organisation.
  - The student can identify primary, secondary and tertiary audiences.
  - The student can name the communication goals in terms of knowledge, attitude and behaviour, formulate and apply SMART.
  - Etc...etc...
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### Learning objectives

The student recognizes the difference between thinking in patterns and pattern-breaking thinking.

- The student is familiar with the term 'lateral thinking'.
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- Along with other students, the student can develop an innovative concept attuned to the target group(s) and objective(s) of the customer.

Etc...etc..

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## ECME - E-commerce

### Course description

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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.

ECTS: 3 (Contact time: 22 hours - Self-study: 62 hours)

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### Learning objectives

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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.
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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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## Module International Business Management

### DLC - Dutch language & culture

#### Course description

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- Cultural differences, field trips and visit 2 museums.

ECTS: 4 (Contact time: 40 hours - Self-study: 72 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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### BSEE – Business English

#### Course description

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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.

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

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## **IMME – International Management**

### **Course description**

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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**

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

### **Course description**

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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**

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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.
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## **EXTE - Export Management**

### **Course description**

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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)

### **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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## Module Financial 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: 4 (Contact time: 40 hours - Self-study: 72 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 Financial Management

### Course description

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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)

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### 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.

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

### ZCCE – Business Correspondance (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.

ECTS: 3 (Contact time: 18 hours - Self-study: 38 hours)

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### CCCE - Cross Cultural Communication

#### Course description

The course Cross Cultural Communication provides an insight in the dynamics that arise in the interaction between people with different cultural backgrounds. Working across cultural borders, requires a specific set of intercultural competences. In this course, we will focus on improving the competences 'intercultural sensitivity' and 'mindful communication'. The approach we take to improve these competences, is both theoretical as well as skills and reflection oriented.

Students are invited to use the theoretical knowledge in reflective assignments.

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

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#### Learning objectives

This course contributes to the following competences:

- Applying human resources management with respect to the strategy of the organisation.
  - Social and communications competencies (interpersonal, organisational).
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## ME1E - Methods and Techniques 1

### Course description

ME1E aims to teach research skills in a series of steps. The emphasis is on the practical aspects of research. All facets of the research process will be investigated: the identification of a research problem, the selection of a research methodology, questionnaire construction, fieldwork and reporting. In order to equip students with essential information skills, the course commences with instruction on the topic of literature surveys. Sources will be actively sought out and the approach to their assessment will be covered, inter alia with the aid of the online library EBSCO and the university library.

ECTS: 4 (Contact time: 18 hours - Self-study: 94 hours)

### Learning objectives

- The student can describe the type of research (fundamental versus with a practical focus, qualitative versus quantitative).
- The student is familiar with the various quality criteria of research and can apply them in a research situation.
- The student is familiar with the cyclical character of research and can name and complete the various research phases.
- The student is familiar with the terminology involved with designing and executing a research.
- The student can collect relevant literature for the research, both in a library and via Intranet, and can process this in a bibliography (according to the APA method).
- The student can design a research and thereby pursue the following elements: Demarcation of the subject and reason for the research; Research questions and objective of the research; The method of research; Time span of the research.
- The student is familiar with quantitative methods of data collection and can apply these.
- The student is familiar with qualitative methods of data collection and can apply these.
- The student can process and analyse quantitative and qualitative data.
- On the basis of the research data, the student can draw conclusions and therefore give answers to the research questions.
- On the basis of the conclusions from the research, the student can make recommendations (to the customer). The student can reflect on the research process and can write a research report.

## 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.

EC: 3 (Contact time: 18.3 hours - Self-study: 65.7 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.

## **MK1E – Market Analysis**

### **Course description**

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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.

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

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### **Learning objectives**

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- 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.
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## MV1E – Management Skills 1

### Course description

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Without effective leadership at all levels in organizations, it is difficult to sustain profitability, productivity and good customer service. This course emphasis on the qualities of effective leaders, including leadership ethics and social responsibilities.

During this course the student will:

- Develop insight in the nature of leadership
- Define and expand personal leadership

The course is filled with description, skill-development, insight development, and prescription of leadership. During the lessons the student will exercise with various leadership skills.

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

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### Learning objectives

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The course Management skills 1 is linked to the following competences and performance indicators:

Social and communicative competency

- Take initiative, decide, motivate
- Take leading role in (project) team
- Styles of leadership, conflict models, negotiations
- Lead discussions
- Use wide range of communicative skills

Self directed competency

- Take initiative, decide, motivate
  - Take leading role in (project) team
  - Styles of leadership, conflict models, negotiations
  - Reflect and work with others
  - Know own strengths and weaknesses
  - Know how and when to improve weaknesses
  - Know own limits of competencies
  - Critically evaluate and account for own actions
  - Take criticism, react to it
  - Take initiative
  - Work independently
  - Accepting responsibility for own actions
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## VIXE – Viticulture and Oenology

### Course description

A basic course to learn about the world of wine. The lesson format is based on the knowledge required for the Wine Foundation Examinations (SWEN) 1 a wine certificate/wine licence. Among other things this includes knowledge of and about the vineyard, winegrowing, vinification, labelling, wine legislation, the taste of wine and wine processing. After this the different wine regions and wines are discussed and according to country and wine region the size, location, climate, soil, grape varieties and the influence of these things on the different wines are dealt with. Besides theory the tasting of wines is extremely important. Classic wines as well as those from new wine regions, both within and from outside Europe are tasted while dealing with the relevant theory.

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

### Learning objectives

- The student is able to name the main wine styles.
- The student is able to name the main factors that determine the wine styles.
- The student is able to describe the vinification process of red, white and rosé wine.
- The student is able to describe the vinification process of sparkling and sweet/fortified wine.
- The student is able to name the main features of the discussed grape varieties.
- The student is able to name the main features of the discussed wine areas.
- The student is able to describe the basic procedures for the receipt and storage of wine.
- Etc....etc....

Responsible alcohol use policy: Tio has a responsible drinking policy. In and around the school building it is prohibited to drink alcohol with an alcohol content higher than 15%. Alcohol served during class, as part of an educational course may not exceed the maximum serving quantity of 4cl.

## PMAE - Human Resource 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.

## **INME - Purchase and Supply chain Management**

### **Course description**

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Purchasing and Supply Chain Management is one of the most important pillars for an organisation.

Organisations are now increasingly realising just how important it is to effectively interpret the purchasing function. The purchasing function represents the link between the supplier, the company and the end user. The purchasing function is an essential element for any organisation. Costs are not the only important element, but other aspects like supplier relations (Supply Chain Management), quality and sustainable purchasing (CSR) and research and development also play significant roles.

Purchasing and Supply Chain Management provides a description of the most important principles and concepts where purchasing and supply chain management are concerned.

Organisations have become strongly dependent on their suppliers as a result of global sourcing and outsourcing. Purchasing and Supply Chain Management indicates how managers from various and different types of organisations can effectively manage their purchasing processes and relationships with suppliers in order to strengthen their competitiveness. Subjects are dealt with from a management perspective.

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

### **Learning objectives**

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- The student can describe the 'professional purchasing' concept.
  - The student can describe the organisation of purchasing.
  - The student can explain purchasing's relationships with other functional areas.
  - The student can describe the purchasing plan's function.
  - The student can describe the strategies in relation to purchasing.
  - The student can describe the 'make or buy' concept.
  - The student can describe the collaborations in relation to purchasing.
  - The student can produce a purchasing plan.
  - The student can quote and select in relation to purchasing.
  - The student can negotiate in relation to purchasing.
-