

Minor	<b>MI.WH.EX-PPP</b>
Edition	2020/2021
Description	People, Planet and Profit Exchange Semester
Competences	na
Knowledge and skills	na
Nature of self-directed learning	na
Domain	Business, Media en Recht
Entry requirements	English language B2 (preferably C1) Year 3 students 120 or 150 EC attained Year 4 students 180 EC EC attained Motivation letter
EC's	30

Description of the educational unit				
Course code:	WH.BS.DSI2021	Credits:	5 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Diversity, Social Justice and Inclusion			
Competences	WH.LO1 - Know-how WH.LO2 - Power to Act			
Target group	CO1	Communicate your values and actively enquire into the values of others in a respectful way in order to stimulate openness in a team	LO2	
	CO2	Identify and explain (in spoken communication and in writing) psychological and sociological theories and models in the field of diversity and cross-cultural management, and social justice	LO1	
	CO3	Critically analyse and discuss (in spoken communication and in writing) recent research and case studies in the field of diversity, cross-cultural management and social justice	LO2	
	CO4	Identify, explore and deal with diversity and inclusion dilemmas	LO1	
Educational content	<p>This course focuses on developing students into 'culturally intelligent' professionals through deepening your understanding and awareness of (cultural) differences and processes of inclusion and exclusion, as well as through training your skills to manage diversity and inclusion. Cultural differences must be interpreted broadly and include, amongst others, national, regional, ethnic, gender and age differences.</p> <p>International project managers and consultants will come across many different situations of intercultural interaction. It is important to develop behavioural skills that enable you to reflect on these cultural issues and make decisions from an inclusivity perspective. Therefore, social and psychological theories about how inclusionary and exclusionary practices come about will be discussed. Throughout the course students will work on a portfolio in which different products should be presented.</p>			
Teaching methods	Lectures, discussion, multimedia, collaborative learning, case studies, reading assignments, literature reviews, guest lecture, and other TBD methods			
Teaching aids	Book, slides, research articles, handouts, computer, projector, and Internet			
Supervisory activity	Instruction, coaching, and advising			
Sequentiality				
Level	Gevorderd (Advanced)			
Grading domain	1 t/m 10, 1 dec.			
Assesment	Sub assessment	Gradingdomain	Weight	Caesura
	Individual Assignment	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5
Reading list				
Practical actions				

Description of the educational unit				
Course code:	WH.BS.NPM2021	Credits:	3 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Non Profit Management			
Competences	WH.LO4 - Conscientious			
Target group	CO1	Define, explain, and examine key concepts that distinguish the nonprofit sector from other sectors	LO4	
	CO2	Identify, explore, and summarize the key duties of non-profit managers	LO6	
	CO3	Recognize and discuss special topics in nonprofit management such as social entrepreneurship and International NGOs	LO4	
	CO4	Identify and discuss a current issue impacting global civil society.	LO4	
Educational content	This course exposes students to key concepts and aspects of the non-profit sector and civil society. It gives students a first look at the key duties and responsibilities of non-profit managers and leaders. The course covers the following topics: understanding the non-profit sector and nonprofit management as a discipline, governing and leading nonprofit organizations, managing nonprofit organizations, and obtaining and managing resources. Sub topics include: theories of the non-profit sector and non-profit management, overview of global civil society, boards and executive leadership, strategic planning, and resource development. Students will also explore the special topics, such as social entrepreneurship and global NGOs.			
Teaching methods	na			
Teaching aids	na			
Supervisory activity	Instruction, coaching, and advising			
Sequentiality				
Level	Gevorderd (Advanced)			
Grading domain	1 t/m 10, 1 dec.			
Assesment	Sub assessment	Gradingdomain	Weight	Caesura
	Conditional Assignment	Niet voldaan t/m Voldaan	0	Hoger of gelijk aan 5.5
	Exam	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5
Reading list	Worth, M.J. (5th). <i>Nonprofit Management: Principles and Practice (5th edition)</i> . : Sage Publications			
Practical actions				

Description of the educational unit				
Course code:	WH.GC.EE2021	Credits:	3 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Environmental Economics			
Competences	WH.LO4 - Conscientious			
Target group	CO1	Identify and explain basic concepts, theories and tools of welfare, environmental and resource economics.		
	CO2	Explain moral philosophies that underlie welfare economics, and the main competing philosophies and classify arguments in their respective philosophy.		
	CO3	Explain the valuing of non-markets goods and its ethical implications.		
	CO4	Identify and discuss the societal dimensions of environmental policies, and evaluate the economic (cost) efficiency of different policies.		
	CO5	Explain and evaluate issues in play in global governance like limits to growth, free-riding and potential solutions to solve them.		
Educational content	Management of environmental and social impacts is becoming increasingly important in the global business world, therefore more and more corporations demand leaders who understand these issues and can deliver results, turning the environmental and social issue from barriers into business opportunities. This course is an analysis into mechanics and context of topics such as economic development, pollution and intergenerational justice; introducing the foundations of environmental economics, resource economics and welfare economics.			
Teaching methods	Lectures, discussion, multimedia, collaborative learning, case studies, reading assignments, literature reviews, guest lecture, and other TBD methods			
Teaching aids	Book, slides, research articles, handouts, computer, projector, and Internet			
Supervisory activity	Instruction, coaching, and advising			
Sequentiality				
Level	Gevorderd (Advanced)			
Grading domain	1 t/m 10, 1 dec.			
Assesment	Sub assessment	Gradingdomain	Weight	Caesura
	Exam	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5
Reading list	Perman, R.; Ma, Y.; Common, M.; Maddison, D.; McGilvray, J. (2011). <i>Natural Resource and Environmental Economics</i> . : Pearson			
Practical actions				

Description of the educational unit				
Course code:	WH.GC.EF2021	Credits:	3 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Emergent Futures			
Competences	WH.LO4 - Conscientious			
Target group	CO1- Understands the framework of the 7 Revolutions and its links to the Sustainable Development Goals CO2- Explores current discoveries and research and its implications and possibilities for the future CO3- Develops a global perspective on the complexity and implications of emerging future scenarios for humanity and the integrity of the planet CO4- Appraises the literature and practices of current futurists/visionaries			
Educational content	<p>The course is inspired by the framework of the 7 Revolutions and will give insight in the most advanced and promising innovations for each revolution. It challenges students to go in depth by discussing possibilities of the emergent future in relation to the SDGs and concepts they have previously learned in Global Challenges. It confronts students with emerging research and relevant information that gives us already an idea of what the future may look like. It challenges students to think as visionaries and be able to envision, based on current trends and research, what the possible realities may be.</p> <p>Besides the reader provided on ELO, each class will include time for discussion on different topics, recent research published around the themes, etc, and at the end of the lesson, students will search for all kind of news online regarding these issues and try to find the most interesting, innovative or surprising. We close the lesson with a news journal where each student briefly discusses the news item they have chosen.</p>			
Teaching methods	Simulation: with client meetings, team dialogues, tutorials, cases, assignments, self-study			
Teaching aids	Bio-sketches for roles, scenarios, films, ELO			
Supervisory activity	Feedback, consultation			
Sequentiality				
Level	Gevorderd (Advanced)			
Grading domain	1 t/m 10, 1 dec.			
Assesment	Sub assessment	Gradingdomain	Weight	Caesura
	Individual Assignment	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5
Reading list				
Practical actions				

Description of the educational unit					
Course code:	WH.GC.SM2021		Credits:	3 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Social Marketing				
Competences	WH.LO4 - Conscientious				
Target group	CO1	Analyse a global challenge in an evidence-based way based on your work in Global Challenges course	LO4		
	CO2	Develop a Social Marketing Plan using the 10-steps approach developed by Kottler and Lee	LO4		
	CO3	Identify and exemplify 5 key success factors of your approach	LO4		
	CO4	Present your social marketing campaign plan to relevant stakeholders	LO4		
Educational content	<p>Many problems in society such as environmental problems and health problems relate to people's behaviour. Apart from individual behaviour, the political and social context play an important role in either supporting the status quo or in changing it. As a project manager, you are often dealing with issues that need behavioural and/or social change to be solved. Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviours that will benefit society as well as the individual. Social Marketing finds its roots in public health, but has been put to use in many other fields, such as environmental problems, human rights issues, and the use of innovations in development cooperation or socio-economic development.</p> <p>In this course, you will analyse a wicked problem from different perspectives, making use of different theories and theoretical models (e.g. psychological, political, economic, sociological) in social marketing. You will need to choose those strategies that have proven to be successful (evidence-based), and put them into practice by developing a social marketing plan to effect social and behavioral change. In order to make your plan for real, you will craft, test and improve a social marketing plan tailored to the purpose and needs of an organization or an interested party.</p>				
Teaching methods	Lectures, discussion, multimedia, collaborative learning, case studies, reading assignments, literature reviews, guest lecture, and other TBD methods				
Teaching aids	Book, slides, research articles, handouts, computer, projector, and Internet				
Supervisory activity	Instruction, coaching, and advising				
Sequentiality					
Level	Gevorderd (Advanced)				
Grading domain	1 t/m 10, 1 dec.				
Assesment	Sub assessment	Gradingdomain	Weight	Caesura	
	Group Assignment	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5	
Reading list					
Practical actions					

Description of the educational unit				
Course code:	WH.PM.LC2021	Credits:	5 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Leadership and Change			
Competences	WH.LO2 - Power to Act WH.LO3 - Connector			
Target group	CO1	Differentiate and describe different leadership styles and competencies, and start practicing and developing them		
	CO2	Recognize the interdependence between I-WE-IT-ALL (organic wholeness) for the creation of sustainable value in organizations and society		
	CO3	Demonstrate self-awareness, self-management, social awareness and empathy, as key to personal leadership development and building meaningful connections with others		
	CO4	Reflect on his/her own leadership strengths, discover gaps, set learning goals, and formulate a statement of purpose or vision for (personal) leadership		
	CO5	Recognize how different worldviews and conceptions of human nature influence leadership processes, and become conscious of own assumptions and mind-set.		
Educational content	<p>Globalisation, the exponential speed of societal change, the enormous challenges in human and sustainable development, the changing shape of organisations and the aspirations of the next generation all call for a Project Manager with strong leadership capabilities. In this landscape of forces of integration and disintegration, students need to gain insights in new paradigms of leadership and need to develop the required personal qualities, attitudes and skills. In this course the focus is to nurture leadership competencies that can be applied broadly speaking in all aspects of one's life and concretely in the context of diverse purpose-driven teams working in various contexts and seeking to create sustainable value.</p> <p>The course will explore various issues related to the phenomenon of leadership at the intersection of self, we (interpersonal), organizations and society. A significant component of reflection and self-awareness is built into the course, as students are invited to challenge their own assumptions and to apply the insights gained from leadership studies to their own selves and teams.</p>			
Teaching methods	Lectures, discussion, multimedia, collaborative learning, case studies, reading assignments, literature reviews, guest lecture, and other TBD methods			
Teaching aids	Book, slides, research articles, handouts, computer, projector, and Internet			
Supervisory activity	Instruction, coaching, and advising			
Sequentiality				
Level	Gevorderd (Advanced)			
Grading domain	1 t/m 10, 1 dec.			
Assesment	Sub assessment	Gradingdomain	Weight	Caesura
	Individual Assignment	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5
Reading list				
Practical actions				

Description of the educational unit				
Course code:	WH.RL.TSA2021	Credits:	5 Ec's	Target group: <b>Voltijd Regulier</b>
Description	WH - Trends and Scenario Analysis			
Competences	WH.LO5 - Innovator			
Target group	CO1	Explain and apply appropriate methods for exploring future trends and discuss their applicability, advantages and disadvantages as research methods.	LO5	
	CO2	Explain the scenario analysis process and its use in strategic decision making.	LO5	
	CO3	Identify and assess potential drivers of change in the future for a given project;	LO5	
	CO4	Integrate and combine different drivers of change in feasible scenarios that describe the context of your project;	LO5	
	CO5	Formulate alternative strategies that fit different possible future scenarios.	LO5	
Educational content	<p>In project management all decisions you make are future oriented. The tricky thing about making decisions about the future, is that we have to make them on the basis of what we know about the past.</p> <p>The world you, your organisation or society faces in the future is shaped by trends and developments that are occurring today. In this course we focus on understanding these developments, and use them to form ideas about the future. We will be working with two fundamentally different types of developments: developments with low uncertainty and developments with high uncertainty. In this course we will focus on the latter.</p> <p>Developments with "high uncertainty"</p> <p>A fundamentally different group of developments are those with high uncertainty. Developments that can go in multiple ways, that we cannot predict. We will discuss these types of developments, discuss methods of analysing their potential impact, and use them to describe possible futures or scenarios. In other words, the objective is not to describe what the future will look like, but to identify a number of possible scenarios, and to develop robust strategies that work in all of them.</p>			
Teaching methods	Lectures, discussion, multimedia, collaborative learning, case studies, reading assignments, literature reviews, guest lecture, and other TBD methods			
Teaching aids	Book, slides, research articles, handouts, computer, projector, and Internet			
Supervisory activity	Instruction, coaching, and advising			
Sequentiality				
Level	Gevorderd (Advanced)			
Grading domain	1 t/m 10, 1 dec.			
Assesment	Sub assessment	Gradingdomain	Weight	Caesura
	Group Assignment	1 t/m 10, 1 dec.	100	Hoger of gelijk aan 5.5
Reading list	Derrick Gosselin & Bruno Tindermans (2011). <i>Thinking Futures - Strategy at the end of complexity and uncertainty.</i> : Lannoo Campus			
Practical actions				

Sub assessment