

**University of
Applied Sciences**



Windesheim

Specifications of courses
Spring Business Studies

International Business Studies 1

Doing Business in Europe



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IBS1 Project 1: International Business Market Research

Course code	IBLmIBS1.PRJ1
Study Unit description	IBLmIBS1 Project 1: International Business Market Research
Course name	IBS1 Project 1: International Business Market Research
English course name	International Business Market Research
Target group	Fulltime regular
EC's	4
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>At the end of this project students</p> <ul style="list-style-type: none"> - appreciate the importance of culture in international business strategy - understand business concepts and techniques in an international context - understand communication concepts and techniques in an international context - appreciate the concerns of managers in an international business environment and apply relevant concepts (via case study work) to enable problems to be addressed - evaluate the risks and opportunities associated with operating in an international environment
Educational content	<p>Students are confronted with a realistic international business case which they have to solve with their group in a short period of ca 7 weeks. After a briefing from the client the groups will work independently on the assignment. The projectgroup writes a realistic business report. It is defended in a final presentation to a jury consisting of lecturers and staff from the client. During the process an experienced tutor from Windesheim guides the group and monitors the progress on the assignments.</p> <p>Students will work together in small multicultural groups (groupsize ca. 5 students.) Working in small groups requires responsible behaviour from all members of the group. Working in a multi cultural project team requires from each project member a flexibility to cope with the differences in the level of language, skills, knowledge and culture.</p> <p>Objectives of this project:</p> <ul style="list-style-type: none"> - appreciate the importance of culture in international business strategy - understand business concepts and techniques in an international context - understand communication concepts and techniques in an international context - appreciate the concerns of managers in an international business environment and apply relevant concepts (via case study work) to enable problems to be addressed - evaluate the risks and opportunities associated with operating in an international environment.
Teaching aids	Digital media Study guide Powerpoints
Teaching methods	Project
Supervisory activity	Tutor
Project	
Testname	Project
Form of test	Document (Project documentation, Internship report, Graduation thesis, Portfolio)
Evidence of end level	No

Training Presentation skills			
Testname	Training Presentation skills		
Test description	Attendance mandatory		
Evidence of end level	No		
Course manual (available on ELO)			
Titel	Course manual (available on ELO)		
Learning material carrier	Online		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
	Gradingdomain	Caesura	Weight
Project	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Training Presentation skills	Fail to Pass	Higher or equal to 5.5	0.0

IBS1 Intermediate Business English

Course code	IBLmIBS1.EN
Study Unit description	IBLmIBS1 Intermediate Business English
Course name	IBS1 Intermediate Business English
English course name	Intermediate Business English. In terms of the Common European Framework of Reference (CEFR), the level of this course is B2.
Target group	Fulltime regular
EC's	4
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>Having completed the course, students can:</p> <ul style="list-style-type: none"> - read and understand English business texts - give an effective, informative business presentation - understand authentic English audio material <p>and students have:</p> <ul style="list-style-type: none"> - increased their vocabulary in the general field of business English - increased their knowledge and understanding of the basics of English grammar <p>In terms of the Common European Framework of Reference (CEFR), the level of this course is: B2</p>
Educational content	<p>Intermediate Business English in IBS consists of two different parts: 'Writing skills' and 'Oral skills'. 'Writing skills' deals with Reading and Writing, 'Oral skills' with Listening and Speaking.</p> <p>For Reading students are taught to improve their reading skills. Different texts are studied and general comprehension questions need to be answered. Also various vocabulary exercises are made to increase students' vocabulary in the field of business English.</p> <p>In the Writing classes students are taught how to write clearly and in grammatically correct English. Theory is put into practice by means of writing assignments in which different writing formats (letters, reports, e-mails, etc.) are used. In order for the students to be able to do so successfully, the essentials of English grammar are taught and practised by means of various grammatical exercises.</p> <p>In the Listening classes use will be made of audio material, provided by the instructor. Students listen to recordings of programmes such as 'BBC World Service' and are expected to listen to details and answer MC + open questions on the recording.</p> <p>Speaking (spoken production) will be practised in giving an effective, audience-oriented, informative presentation on a business organisation/company or a business product/service.</p>
Teaching aids	ELO Podcasts and other audio materials
Teaching methods	Instruction lectures Training lectures Effective, formal business presentations Assignments for individual students or groups of 2 to 3 students Self study
Supervisory activity	Coaching by the lecturer during the training lectures



Assessment oral skills	
Testname	Assessment oral skills
Test description	Speaking skills are tested by way of continuous assessment in class. Each time a student participates in a role play or moderates a group discussion in class, (s)he receives an assessment form with a mark from the lecturer. The average of all performances in class will be the basis for your speaking skills mark, but your pronunciation in the audio recording of the process reflection report will also influence this mark. Listening skills are assessed in a separate listening test in the final oral communication class.
Assessment writing skills	
Testname	Assessment writing skills
Test description	Students make a written exam in which they demonstrate their abilities in the field of reading, vocabulary and writing. Reading skills are tested by means of vocabulary and general comprehension questions about one of the texts discussed in class. Writing skills are tested by means of various assignments in which students demonstrate their understanding of English grammar.
Participation oral skills	
Testname	Participation oral skills
Test description	<p>Attendance and participation in class in at least 5 out of the 7 lessons is compulsory! Also students are required to complete all parts of the curriculum and hand in their audio assignment in time. If these requirements are not met, students will not receive their European Credits until extra assignments have been handed in for assessment.</p> <p>Students must also hand in an audio assignment. The audio assignment is the spoken version (audio recording in mp3 or wma format) of a process reflection report.</p> <p>The deadline for handing in the audio assignment is the Monday of week 8. Should it be handed in later, it can only be assessed in the following study period. The audio assignment is to be handed on a CD-ROM or USB stick in either mp3 or wma format in the teacher's mailbox on floor X4 (no 90).</p>
Participation writing skills	
Testname	Participation writing skills
Test description	Attendance and participation in class in at least 5 out of the 7 lessons is compulsory! Also students are required to complete all parts of the curriculum. If these requirements are not met, students will not receive their European Credits until extra assignments have been handed in for assessment.
N@tschool Module: "Intermediate Business English in IBS"	
Titel	N@tschool Module: "Intermediate Business English in IBS"
Learning material carrier	Digital media
Location	Zwolle

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Assessment oral skills	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Assessment writing skills	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Participation oral skills	Fail to Pass	Higher or equal to 5.5	0.0
Participation writing skills	Fail to Pass	Higher or equal to 5.5	0.0

IBS1 Online Market Research

Course code	IBLmIBS1.OMR
Study Unit description	IBLmIBS1 Online Market Research
Course name	IBS1 Online Market Research
English course name	Online Market Research
Target group	Fulltime regular
EC's	2
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>During this course you will learn how to conduct online market research. We will mainly focus on online qualitative marketing research. Qualitative marketing research is a set of research techniques in which data is obtained from a relatively small group of respondents, and not analyzed with statistical inferences (inferential statistics).</p> <p>We will use the online and offline customer journey as a starting point to practise with various research instruments and methods. You will learn to use social media, facebook, twitter, linkedin, instagram, google trends, blogs, communities, consumer reviews to conduct online market research. Understand it' s applicability and limitations.</p> <p>The learnings of this course will help you to support your business analysis and plan for the main project from this minor with realistic data.</p>
Educational content	Basic online market research
Teaching aids	Presentation, laptop
Teaching methods	Group work in classes
Supervisory activity	Lecturing and coaching
Portfolio	
Testname	Portfolio
Test description	Group portfolio
Form of test	Document (Project documentation, Internship report, Graduation thesis, Portfolio)
Evidence of end level	No
Written exam	
Testname	Written exam
Form of test	Written examination
Evidence of end level	No
Digital information	
Titel	Digital Marketing
Learning material carrier	Study book
Identification	ISBN 9780749468644
Author	Paul Hague, Nick Hague, Carol-Ann Morgan
Publisher	Kogan Page Limited
Location of publication	Great Britain
Year of publication	2013
Print	2
Price	€ 28,95
Location	Zwolle
Main language	English

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Written exam	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Portfolio	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS1 International Online Marketing Communication

Course code	IBLmIBS1.IOM
Study Unit description	IBLmIBS1 International Online Marketing Communication
Course name	IBS1 International Online Marketing Communication
English course name	International Online Marketing Communication
Target group	Fulltime regular
EC's	3
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>The last decade has seen a tremendous rise in online businesses, branding and information sharing. (e.g. Amazon.com, google.com, youtube.com, zalando.com, Booking.com, zoover.com) This new module focusses on international online marketing & communication strategy relevant in an international business context. Online diversity is high. We will study different website categories. Corporate sites, webshops , communication sites, brand websites, service websites, portals, content sites. Social media (twitter, facebook, linkedin) and the role they play in online marketing & communication strategy.</p> <p>Key words: Online marketing and communication strategy, European perspective, business school oriented, international business context, UAS student practical level.</p>
Educational content	Topics which are covered include strategic aspects of online, online Business models, market sensing, online buying behaviour, crowd sourcing, search engine marketing, customer relationship management, online branding, social media, mobile marketing, games, web analytics.
Teaching aids	Online is a fairly new field of expertise. We will use available literature and complement it with available information from the internet. Wherever possible we will invite guest speakers on online topics.
Teaching methods	Practical oriented lessons with english presentations per group
Supervisory activity	Lecturing and coaching
Exam	
Testname	Exam
Test description	Exam
Form of test	Written exam
Evidence of end level	No
Digital Marketing	
Titel	Digital Marketing
Learning material carrier	Study book
Identification	Latest version
Author	Chaffey Dave
Publisher	Pearson
Location of publication	London
Price	€ 70,00
Location	Zwolle



Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Exam	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS1 International Business Management

Course code	IBLmIBS1.IBM
Study Unit description	IBLmIBS1 International Business Management
Course name	IBLmIBS1 International Business Management
English course name	International Business Management
Target group	Fulltime regular
EC's	3
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>After having finalized this module the student is capable to:</p> <ul style="list-style-type: none"> - identify basic structures of international organisations - recognise different instruments for the design of an organisational and the definition of an organisational strategy - recognize the relationship between theories, models and organizational aspects in the practice of the daily business - show insight in the structural and cultural aspects of intercultural cooperation - explain the different aspect of decision making in organisations (incl. the basic tools to support decisions) - understand organizational processes related to change and innovation
Educational content	This module provides students with a comprehensive overview on management principles for international business. Through a mix of frontal lectures, discussion, in-class cases and exercise the module covers crucial information such as strategy, organisation, decision making, marketing, opening trade and logistics channels and manage suppliers in the context of international business and global organisations.
Teaching methods	The course is build around workshops in which collaborative learning is applied. Students will explore theoretical concepts and apply these to in-class case studies.
Supervisory activity	The lecturer facilitiates the process of collaborative learning and is available during workshops for feedback and feedforward.
Project Work	
Testname	Project Work
Test description	Students present a relevant case study in which theoretical concepts discussed in class are dealt with in more detail.
Form of test	Document (Project documentation, Internship report, Graduation thesis, Portfolio)
Evidence of end level	No
Written exam	
Testname	Written exam
Test description	The exam consists open questions
Form of test	Written exam
Evidence of end level	No

Organisation and Management, an international approach			
Titel	Organisation and Management, an international approach		
Learning material carrier	Study book		
Identification	ISBN 9789001850227		
Author	Marcus and van Dam		
Publisher	Noordhoff uitgevers – Groningen/Houten		
Location of publication	Groningen/Houten		
Year of publication	2015		
Edtion	Latest		
Price	Around € 65,00, also available as e-book		
Location	Zwolle		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Sub assessment	Gradingdomain	Caesura	Weight
Project Work	1 to 10, 1 dec.	Higher or equal to 5.5	0.2
Written exam	1 to 10, 1 dec.	Higher or equal to 5.5	0.8

IBS2 Open Your Mind: Critical and creative thinking in education and business

Course code	IBLmIBS2.OYM
Study Unit description	IBLmIBS2 Open Your Mind
Course name	IBS2 Open Your Mind: Critical and creative thinking in education and business
English course name	Open Your Mind: Critical and creative thinking in education and business
Target group	Fulltime regular
EC's	3
Domain	BMR
Education	International Business
Level	Advanced
Objective	<p>After the course students will know:</p> <ul style="list-style-type: none"> - the difference between a fixed and growth mindset and what this means for their own learning - the basic critical thinking and creative thinking skills - the basic professional writing skills - their own value as a future starting professional <p>After the course students will be able to:</p> <ul style="list-style-type: none"> - think critically about their own field of study and future profession. - to be(come) creative in their own field of study and future profession. - write convincing, professional and creative texts in good English. - give a compelling presentation about a subject of choice.
Educational content	<ul style="list-style-type: none"> - Critical thinking skills: critical reading, reasoning, structuring information, analysing, evaluating and judging. - Writing skills for both creative and business writing: planning, formulating, editing and revising. - Creative thinking skills: convergent and divergent thinking, thinking outside and inside the box.
Teaching aids	None
Teaching methods	Classes (seminars)
Supervisory activity	By lecturer of Communicatie en Onderzoeksvaardigheden HBO-R
Final presentation	
Testname	Final presentation
Test description	Students deliver a presentation in class (max, 15 minutes) on a subject of their own choice
Form of test	Oral test / exam
Portfolio with class assignments	
Testname	Portfolio with class assignments
Test description	Students hand in their (digital) portfolio with class assignments
Form of test	Document (project documentation, internship report, graduation thesis, portfolio)
Location	Zwolle

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Final presentation	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Portfolio with class assignments	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS1 Intercultural Competence

Course code	IBLmIBS.IC
Study Unit description	IBLmIBS.IC Intercultural Competence
Course name	IBS2 Intercultural Competence
English course name	Intercultural Competence
Target group	Fulltime regular
Competences	<ul style="list-style-type: none"> - Broad professionalization (HBO01) - Creativity and complexity and action (HBO05) - Multidisciplinary integration (HBO02) - Problem-oriented working (HBO06) - Transfer and broad employability (HBO04) - Scientific application and research (HBO03)
EC's	2
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>Intercultural competences are one of the most essential topics at an institution and its student body when talking about internationalisation. These competences are both used while at university and upon entering the working field. Without these competences, international cooperation & communication will most probably end in well meant approaches, but no concrete results. In this module, explicit attention is given to how to define as well as develop these essential 21st century skills</p> <p>Students actively map their current state of Intercultural Development by means of the Intercultural Readiness Check and develop an action plan on which they base a number of activities that explicitly help strengthen their interultural skills.</p>
Educational content	<p>Students complete the Intercultural Readiness Check and receive an extensive feedback report that helps them to develop the action plan, in which they focus on certain facets more in particular.</p> <p>In joint activities with local students, students actively develop their chosen facets.</p> <p>Students report back on their progress by means of a portfolio.</p>
Teaching aids	The Intercultural Readiness Check, provided.
Teaching methods	Group collaboration activities
Supervisory activity	Tutor <ul style="list-style-type: none"> - Supports students in creating understanding of the IRC profile and action plan - Gives intermediary feedback on half-products and on the process - Examines and evaluates the professional products that students deliver
Portfolio	
Testname	Portfolio
Test description	Students develop a portfolio that included their IRC profile, action plan and reflection on chosen group activities
Form of test	Document (Projectdocumentatie, Stageverslag, Afstudeer-scriptie, Portfolio)
Evidence of end level	No
Location	Zwolle
Main language	English

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Portfolio	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

WH - Family Business Workshop

Course code	WH.MI.MPGW.FB
Study Unit description	WH - MPGW - Family Business Workshop
Course name	WH - Family Business Workshop
English course name	WH - Family Business Workshop
Target group	Fulltime regular
Competences	WH.LO1 - Know-how (WH.LO1) WH.LO2 - Power to Act (WH.LO2) WH.LO5 - Innovator (WH.LO5)
EC's	5
Domain	BMR
Education	Global Project and Change Management
Level	Advanced
Objective	<p>CO1 1. Identify the key dimensions of the business, family and ownership systems that define the field of family business and understand the prevalence and economic contribution of family businesses in the world;</p> <p>CO2. 2. Know, evaluate and apply theories and/or models in the field of family businesses, including strategic management, governance, succession, change and value creation and relationships and conflicts in the family business;</p> <p>CO3. 3. Recognize the root cause of challenges in family businesses while showing solid analysis techniques, creative problem-solving skills combined with detailed and realistic recommendation formulation;</p> <p>CO4. 4. Present your recommendation in the role of consulting professionals.</p>
Educational content	<p>Throughout the world, family business ownership is the most prevailing form of ownership. There are many forms of family ownership. For example, a nuclear family, consisting of a father, mother and their siblings can own and run a business together. But also brothers and sisters, or cousins and nieces can own and manage a business together. Furthermore, you can find family businesses in every branch and in any size. In the Netherlands, it might be a family who runs two fashion stores or the family Van Eerd who owns the supermarket Jumbo. In the economic national landscape of most countries, family businesses play an important role. Family businesses are often considered to be the engine of national economies, contributing to job creation, the nation gross product and innovation. Therefore, it is important for students to develop more knowledge and skills to be successful when dealing with family businesses as an employee, consultant or successor.</p> <p>The Workshop Family Business: Challenges in the business, family and ownership is part of the free choice courses of Managing Projects in a Globalized World, but also of the minor International Business Strategy. Focusing on a family business context, and utilizing seminal theoretical frameworks in order to 'make sense' of complex and diverse real-life situations, the class is organized around the case study method. Working individually and in teams, participants gain strong analysis, recommendation and presentation abilities.</p>
Teaching aids	N.a.
Teaching methods	Coaching on the job, peer interaction and feedback
Supervisory activity	Coaching and feedback

Group Assignment			
Testname	Group Assignment		
Individual Assignment			
Testname	Individual Assignment		
Managing the Family Business			
Titel	Managing the Family Business		
Learning material carrier	Book		
Author	Zelweger		
Publisher	Edward Elgar Publishing		
Year of publication	2017		
Family Business			
Titel	Family Business		
Learning material carrier	Book		
Author	Gils, van A. & Helvert-Beugels, J.		
Year of publication	2016		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Group Assignment	1 to 10, 1 dec.	Higher or equal to 5.5	40.0
Individual Assignment	1 to 10, 1 dec.	Higher or equal to 5.5	60.0

Do you have what it takes to be an entrepreneur?

Course code	CEF.HKM.OD
Study Unit description	CEF.HKM.OD
Course name	Do you have what it takes to be an entrepreneur?
English course name	Entrepreneurship fits you
Target group	Fulltime regular
Competences	MER07: Signaling, analyzing and translating trends and developments (MER07)
EC's	5
Domain	BS
Type of Study Unit	Typical professional situation
Level	Basic = NLQF 4+
Objective	<p>This semester offers you the opportunity to investigate whether entrepreneurship is something for you during the University Choice Module "Doing business for you!".</p> <p>During this HKM you will become acquainted with a number of important facets of entrepreneurship. Using interactive workshops you learn how to translate an idea into a business case and investigate its feasibility. We will also visit a successful young entrepreneur and get to know other entrepreneurs during a networking meeting.</p> <p>Halfway through the HKM you deliver a concept plan of your idea. The business plan is your final assignment. You must defend this by means of a pitch in front of a committee of various external advisors and your teacher. During the HKM you will be guided by a teacher and various partners from the Center for Entrepreneurship.</p>
Entry requirements	None
Educational content	<p>Semester program:</p> <ul style="list-style-type: none"> - Week 1 Workshop Creative Thinking - Week 2 Workshop Value Proposition Design - Week 3 Workshop Business Model Design - Week 4 Company visit - Week 5 Workshop drawing up plan of approach - Week 6 Marketing & Communication Workshop - Week 7 Financial Planning Workshop - Week 8 Consultation with coach - Week 9 Workshop Consultancy - Week 10 Workshop Networks - Week 11 Pitch Workshop - Week 12 Network meeting with entrepreneurs - Week 13 Dragon's Den <p>Presentations from concept to detailed plan can take place inside and outside Windesheim.</p>
Teaching aids	See literature

Teaching methods	<p>During the duration of the course you work on your own business plan with which you bring your idea to the market. You carry out the assignment in a period of one semester. The period starts with a number of workshops and ends with a pitch. Depending on your idea, you will be linked during the semester to a teacher or external consultant who coaches you.</p> <p>You work with internationally recognized modern methods and techniques to advance new ideas convert products or services into valid and feasible business plans. In the semester we challenge students to use these techniques. Examples of this are working with Business Model Canvas, Blue Ocean strategy, etc. During the semester we invite external speakers, entrepreneurs and subject matter experts presentations. We offer a wide range of interesting speakers who interact with them make knowledge and possibly their network available for your business idea. The semester is concluded jointly with a Dragon's Den. In this you present and pitch yourself idea to a group of potential investors who also act as jury. The jury's assessment is also your final assessment. We create the game rules and jury participants throughout the semester announced.</p>		
Supervisory activity	Colleges, workshops, bedrijfsbezoeken en netwerkbijeenkomsten		
Businessplan			
Testname	Businessplan		
Endresult test	Final level - Other		
Form of test	Document (Project documentation, Internship report, Graduation thesis, Portfolio)		
Evidence of end level	No		
Presentation			
Testname	Presentation		
Endresult test	Final level - Other		
Form of test	Oral test / exam		
Evidence of end level	No		
Reader on ELO			
Titel	Reader on ELO		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Businessplan	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Presentation	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS Professional Development 2: Language teaching assistance French for International Business

Course code	IBLmIBS.PD2		
Study Unit description	IBLmIBS.PD2		
Course name	Professional Development 2: Language teaching assistance French for International Business		
English course name	Professional Development 2: Language teaching assistance French for International Business		
Target group	Fulltime regular		
EC's	3		
Domain	BMR		
Education	International Business and Languages		
Level	Advanced		
Objective	For native French speakers only: To share language skills with IB students and develop leadership skills while teaching		
Educational content	<p>The French native speaking student will support and contribute to teaching activities in language skills.</p> <p>Student will align with teacher how the the teaching assistance my take place</p>		
Teaching aids	Lecturing materials, assignments, ELO		
Teaching methods	Online, group and individual coaching		
Supervisory activity	Teacher will closely monitor the student assistants performance and progress by organising 3-weekly meetings with the students, apart from teaching hours		
Learning report			
Testname	Learning report		
Test description	By the end of the semester, student will document on learning experiences by means of writing a learning report. A discussion of Peer feedback from the students will be part of the report		
Form of test	Skill assignment		
Evidence of end level	No		
Sequentiality	None		
Location	Zwolle		
Main language	French		
Communication	ELO, Email, Face to Face interaction with teacher and students		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Learning report	Gradingdomain	Caesura	Weight
	Very poor to excellent	Higher or equal to 5.5	1.0

IBS Professional Development 3: Language teaching assistance German for International Business

Course code	IBLmIBS.PD3		
Study Unit description	IBLmIBS.PD3		
Course name	Professional Development 3: Language teaching assistance German for International Business		
English course name	Professional Development 3: Language teaching assistance German for International Business		
Target group	Fulltime regular		
Competences	Broad professionalization (HBO01)		
EC's	3		
Domain	BMR		
Education	International Business and Languages		
Level	Advanced		
Objective	For the native German speaking student: to share language skills with IB students and develop leadership skills while teaching		
Educational content	<p>The native German speaking student will support and contribute to teaching activities in language skills.</p> <p>Student will align with teacher how the the teaching assistance may take place</p>		
Teaching aids	ELO, Classroom activities		
Teaching methods	Online, assignments, individual and group coaching		
Supervisory activity	Teacher will closely monitor the student assistants performance and progress by organising 3-weekly meetings with the students, apart from teaching hours		
Learning report			
Testname	Learning report		
Test description	By the end of the semester, the student will document learning experiences by means of a report. Discussion on received peer feedback is a significant part of the report		
Form of test	Skill assignment		
Evidence of end level	No		
Sequentiality	None		
Location	Zwolle		
Main language	German		
Communication	ELO, Email, Face to Face		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Learning report	Gradingdomain	Caesura	Weight
	Very poor to excellent	Higher or equal to 5.5	1.0

IBS1 Project 2: International Business Marketing Plan

Course code	IBLmIBS1.PRJ2
Study Unit description	IBLmIBS1 Project 2: International Business Marketing Plan
Course name	IBS1 Project 2: International Business Marketing Plan
English course name	International Business Marketing Plan
Target group	Fulltime regular
EC's	4
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<p>At the end of this project students</p> <ul style="list-style-type: none"> - appreciate the importance of culture in international business strategy - understand business concepts and techniques in an international context - understand communication concepts and techniques in an international context - appreciate the concerns of managers in an international business environment and apply relevant concepts (via case study work) to enable problems to be addressed - evaluate the risks and opportunities associated with operating in an international environment.
Educational content	<p>Students are confronted with a realistic international business case which they have to solve with their group in a short period of ca 7 weeks. After a briefing from the client the groups will work independently on the assignment. The projectgroup writes a realistic business report. It is defended in a final presentation to a jury consisting of lecturers and staff from the client. Location is usually in the office of the client. During the process an experienced tutor from Windesheim guides the group and monitors the progress on the assignments.</p> <p>Students will work together in small multicultural groups (groupsize ca. 5 students.) Working in small groups requires responsible behaviour from all members of the group. Working in a multi cultural project team requires from each project member a flexibility to cope with the differences in the level of language, skills, knowledge and culture.</p> <p>Objectives of this project:</p> <ul style="list-style-type: none"> - appreciate the importance of culture in international business strategy - understand business concepts and techniques in an international context - understand communication concepts and techniques in an international context - appreciate the concerns of managers in an international business environment and apply relevant concepts (via case study work) to enable problems to be addressed - apply relevant concepts (via case study work) to enable problems to be addressed - evaluate the risks and opportunities associated with operating in an international environment.
Teaching aids	Digital media Powerpoints
Teaching methods	Project
Supervisory activity	Tutor

Final evaluation			
Testname	Final evaluation		
Form of test	Document (Project documentation, Internship report, Graduation thesis, Portfolio)		
Evidence of end level	No		
Course manual (available on ELO)			
Titel	Course manual (available on ELO)		
Learning material carrier	Online		
Location	Zwolle		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Final assessment	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS1 Advanced Business English

Course code	IBLmIBS1.EN2
Study Unit description	IBLmIBS1 Advanced Business English
Course name	IBS1 Advanced Business English
English course name	Advanced Business English
Target group	Fulltime regular
EC's	4
Domain	BMR
Education	International, Business and Languages
Level	Advanced
Objective	<p>Having completed the course students can:</p> <ul style="list-style-type: none"> - read and understand English business texts - write effective English business documents of various kinds - understand authentic English audio material - give an effective, persuasive business presentation <p>In terms of the Common European Framework of Reference (CEFR), the level of this course is B2.</p>
Educational content	<p>Advanced Business English in IBS consists of two different parts: 'Writing skills' and 'Oral skills'. 'Writing skills' deals with Reading and Writing, 'Oral skills' with Listening and Speaking.</p> <p>For Reading students will have to study different texts dealing with general business topics. General comprehension questions need to be answered and knowledge of relevant English business vocabulary is tested.</p> <p>In the Writing classes students are taught how to write clearly and in grammatically correct English, applying basic writing principles. Theory is put into practice by means of writing assignments in which different writing formats (letters, reports, e-mails etc.) are used.</p> <p>In the Listening classes use will be made of podcasts and other audio material, provided by the instructor. Also, students will work on an individual audio file outside of class.</p> <p>Speaking (spoken production) will be practised in persuasive, formal business presentations in which students present a proposition of their own choice.</p>
Teaching aids	ELO Podcasts and other audio materials
Teaching methods	<p>Instruction lectures</p> <p>Training lectures</p> <p>Effective, formal business presentations</p> <p>Assignments for individual students or groups of 2 to 3 students</p> <p>Self study</p>
Supervisory activity	Coaching by the lecturer during the training lectures
Assessment oral skills	
Testname	Assessment oral skills
Test description	Speaking skills are tested by means of a formal presentation in class by each student individually. However, the student's pronunciation in the audio file will also influence this mark. Listening skills are assessed in a separate listening test in the final oral communication class.
Assessment writing skills	
Testname	Assessment writing skills

Test description	Students make a written exam in which they demonstrate their abilities in the field of reading and writing. Reading skills are tested by means of vocabulary and general comprehension questions about one of the texts discussed in class. Writing skills are tested in a writing assignment (using one of the different formats).		
Participation oral skills			
Testname	Participation oral skills		
Test description	<p>Attendance and participation in class in at least 5 out of the 7 lessons is compulsory! Also students are required to complete all parts of the curriculum. If these requirements are not met, students will not receive their European Credits until extra assignments have been handed in for assessment.</p> <p>Students are also required to hand in their individual audio file, consisting of 8 files in mp3 or wma format.</p> <p>If a 'Fail' has been given for the audio assignment, the audio file must be improved and can be handed in for subsequent assessment in the following period.</p> <p>The deadline for handing in the audio file is the Monday of week 8. Should an audio file be handed in later, it can only be assessed in the following period. Audio files are to be handed in hardcopy (with the audio recording in mp3 or wma format on a CD-ROM or USB stick) in the teacher's mailbox in the X-building (Box 83 on floor X7).</p>		
Participation writing skills			
Testname	Participation writing skills		
Test description	Attendance and participation in class in at least 5 out of the 7 lessons is compulsory! Also students are required to complete all parts of the curriculum. If these requirements are not met, students will not receive their European Credits until extra assignments have been handed in for assessment.		
N@tschool module "Advanced Business English in IBS"			
Titel	N@tschool module "Advanced Business English in IBS"		
Learning material carrier	Digital media		
Identification	N@tschool		
Location	Zwolle		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Assessment oral skills	Gradingdomain	Caesura	Weight
Assessment oral skills	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Assessment writing skills	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Participation oral skills	Fail to Pass	Higher or equal to 5.5	0.0
Participation writing skills	Fail to Pass	Higher or equal to 5.5	0.0



IBS1 Cross Cultural Marketing Management

Course code	IBLmIBS1.CCMM
Study Unit description	IBLmIBS1 Cross Cultural Marketing Management
Course name	IBS1 Cross Cultural Marketing Management
English course name	Cross Cultural Marketing Management
Target group	Fulltime regular
Competences	Having insight and knowledge of intercultural differences and the importance regarding several process phases of international business and being able to empathise in different cultures to contribute in business processes around international business. (BE.IB.03)
EC's	3
Domain	BMR
Education	International, Business and Languages
Level	Advanced
Objective	<p>Students can explain the influence of culture on business across the globe and show understanding of how culture influences various aspects of organizations like corporate structures, leadership, strategy, change, and diversity. A special emphasis will be on the influence of culture in the field of marketing & marketing communication.</p> <p>Students are capable of explaining how business communication is influenced by culture; what barriers exist in intercultural communication, how one can deal with conflicts and how to negotiate in an intercultural setting. They can explain how to become an interculturally competent communicator and show understanding of the necessary ingredients for working in international teams.</p> <p>Students are capable of presenting, reflecting on and discussing the topics dealt with in the theory and have acquired sensitivity for acting professionally in cross-cultural situations.</p>
Educational content	<p>Students learn how to explain the influence of culture on business across the globe and study how culture influences various aspects of organisations like corporate structures, leadership, strategy, change, and diversity. A special emphasis will be on the influence of culture in the field of marketing & marketing communication.</p> <p>Students study theories related to intercultural communication and cross cultural management and as such, gain knowledge about interculturally competent communicative behaviour.</p> <p>Students will work on lecturing activities in class and as home work. They are challenged to incorporate their personal international experience and are part of an international team (provided that group composition allows all teams to be culturally mixed). In participating in the students' lectures, students show that they can present, discuss and reflect on the topics dealt with in class. As such active participation in the lectures is required.</p>
Teaching aids	Students will be actively involved in working on assignments and case studies. Class presentations will be available for students on ELO.
Teaching methods	<p>Lectures</p> <p>Case assignments</p> <p>Presentations/lectures by students</p>
Supervisory activity	<p>The lecturer teaches in class and supports students during case assignments in class.</p> <p>The lecturer provides students with feedback in the process of developing a mini-lecture.</p> <p>The lecturer encourages the discussion following the students' mini-lectures.</p>

Students lecture			
Testname	Students lecture		
Test description	Students prepare a mini-lecture in (international) teams on one of the chapters from the book and are graded for completeness, depth, transferring skills, (international) team work, and originality.		
Form of test	Oral exam		
Evidence of end level	No		
Written exam open questions			
Testname	Written exam open questions		
Test description	Students will have to answer 10 open questions, related to the theory and cases in the book. The minimum mark will be 5.5 in order to pass.		
Form of test	Written examination		
Evidence of end level	No		
Understanding Cross Cultural Management			
Titel	Understanding Cross Cultural Management		
Learning material carrier	Study book		
Identification	ISBN 9781292015897		
Author	Marie-Joëlle Browaeys & Roger Price		
Publisher	Prentice Hall		
Year of publication	2015		
Edition	3rd		
Price	€ 71,39		
Location	Zwolle		
Communication	ELO, Classroom, Email		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
	Gradingdomain	Caesura	Weight
Students lecture	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Written exam open questions	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS1 European Business Law

Course code	IBLmIBS1.EBL		
Study Unit description	IBLmIBS1 European Business Law		
Course name	IBS1 European Business Law		
English course name	European Business Law		
Target group	Fulltime regular		
EC's	3		
Domain	BMR		
Education	International Business and Languages		
Level	Advanced		
Objective	The course aims to give students an understanding as well as practical knowledge of legal problems arising in the area of international business, and to equip them with the skills needed to prevent and tackle these problems.		
Educational content	<p>After an introduction into international private law, the students will learn how the European Union works: what are its main institutions and what are their functions? How is European law being made? Important aspects of the internal market are discussed: the free movement of goods and persons within the EU and EU competition rules.</p> <p>A strong focus will be on the ability to apply a number of treaties and EU-Regulations to international business cases, such as the UNCISG (contracts of sale), CMR (contracts of carriage), Brussels I (rules on jurisdiction) and Rome I (rules on the applicable law).</p> <p>Other subjects include the Incoterms; various modes to enter a new market: the difference between agency, distribution, franchising and employment; and international payments: the cheque, the draft and the letter of credit.</p>		
Teaching aids	materials will be provided through ELO		
Teaching methods	The course consists of seven lectures of three hours each. Students prepare for each lecture by studying one or more chapters of the book. Every week we will start by reviewing the previous lecture. Secondly, a short explanation of the content will be given. Next, the students will make exercises applying the theory to business cases. Each lecture will be concluded with a review of the exercises and a summary of the content.		
Supervisory activity	During the lectures, the teacher gives feedback on the exercises made by the students.		
Exam			
Testname	Exam		
Testdescription	Written exam with open questions		
Evidence final level	No		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Exam	Gradingdomain	Caesura	Weight
	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

IBS1 Supply Chain Finance

Course code	IBLmIBS2.SCF
Study Unit description	IBLmIBS2 Supply Chain Finance
Course name	IBS1 Supply Chain Finance
English course name	Supply Chain Finance
Target group	Fulltime regular
EC's	3
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	The goal of this course is to gradually show the importance of a supply chain view on financial processes. It does so by giving insight into ways to optimize working capital and related financial processes, while taking into account risks and the distribution of power within supply chains.
Educational content	<p>In a globalizing economy, industrial value chains become more complex, spanning more countries and supply chain members than ever before. While flows of goods in the chain are increasingly integrated and optimized, finance flows have been fragmented. The credit crisis has revealed structural weaknesses. Cost of financing is rising, while suppliers, especially SMEs and those located in developing countries, have difficulties obtaining necessary credit. To address these costs and risks of supply chain disruption, large buyers are increasingly interested in managing the financial supply chain with an equally integrated view. Supply Chain Finance (SCF) deals with approaches and instruments that optimize transactions, working capital and costs of the extended supply chains. New models could significantly improve access to finance or reduce the need to finance by unlocking the potential from within supply chains instead of relying on external creditors.</p> <p>In six lectures we will discuss the following subjects:</p> <ul style="list-style-type: none"> - Supply Chain Structure and Financial Processes - Working Capital - Working Capital Management - Costs in the supply chain - Supply Chain Risk and Control - Supply Chain Finance Instruments <p>In the last week of the course, you will learn how to apply all studied theory by means of a 2 day simulation game.</p>
Teaching aids	Simulation game: The Cool Connection E- learning modules
Teaching methods	Lectures Classroom assignments Self study e-learning Simulation game
Supervisory activity	Lecturing Coaching

Participation simulation game & attendance lectures			
Testname	Participation simulation game & attendance lectures		
Test description	Participation in the simulation game is mandatory Attendance of lectures needs to be at least 80%		
Evidence of end level	No		
Written exam			
Testname	Written exam		
Test description	MC and open questions		
Form of test	Written exam		
Evidence of end level	No		
Selection of articles, available on ELO			
Titel	Selection of articles, available on ELO		
Learning material carrier	Online		
Author	C. de Goeij		
Publisher	Windesheim		
Price	€ 0,00		
E-learning and Business Simulation Game (The Cool Connection)			
Titel	E-learning and Business Simulation Game (The Cool Connection)		
	Digital media		
Price	€ 50,00		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
	Gradingdomain	Caesura	Weight
Participation simulation game & attendance lectures	Fail to Pass	Higher or equal to 5.5	0.0
Written exam	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

M3 Treasury Management

M3 Project

Course code	FCvM3.PTM		
Study Unit description	FCvM3 Project Treasury Management		
Course name	M3 Project Treasury Management		
English course name	Project Treasury Management: focus on risks relating to working capital, interest rates and currencies.		
Target group	Fulltime regular		
Competences	Finance (FC.LO5) Performance Management 2 (FC.LO3)		
EC's	3		
Domain	BMR		
Education	Finance and Control		
Level	Advanced		
Objective	Students improve their understanding of: <ul style="list-style-type: none"> - Equity investments (valuation of stocks) - Foreign exchange markets (currency exchange rates, exchange rate risks) - Portfolio theory (asset allocation, portfolio design) 		
Educational content	Students design an investment portfolio		
Teaching aids	Finance		
Teaching methods	Projectgroups		
Supervisory activity	Projectsupport		
Test			
Process			
Testname	Process		
Written report (paper)			
Testname	Written report (paper)		
None			
Titel	None		
Location	Zwolle		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Process	Fail to Pass	Higher or equal to 5.5	0.0
Written report (paper)	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

M3 Finance

Course code	FCvM3.FIN		
Study Unit description	FCvM3 Finance		
Course name	M3 Finance		
English course name	Finance: focus on cash flows, working capital and ratio-analyses		
Target group	Fulltime regular		
Competences	Finance (FC.LO5) Performance Management 2 (FC.LO3)		
EC's	3		
Domain	BMR		
Education	Finance and Control		
Level	Advanced		
Objective	At the end of this module the student can work with Net Working Capital, interest risk management and currency risk management.		
Entry requirements	Basics of Business Economics		
Educational content	The following subjects: - Cash flow - Networking capital - Ratios - Interest risk - Currency risk		
Teaching aids	Basic Calculator		
Teaching methods	Discussion about the problems		
Supervisory activity	Discussion about the text of Brealey Myers Marcus (Fundamentals of Corporate Finance) and discussion about the problems. The students should prepare the text in advance.		
Written exam			
Testname	Written exam		
Brealey Myers Marcus: Fundamentals of Corporate Finance			
Titel	Brealey Myers Marcus: Fundamentals of Corporate Finance		
Learning material carrier	Study book		
Identification	ISBN 9789814670944		
Author	Brealey Myers Marcus		
Publisher	McGraw-Hill		
Location of publication	USA		
Year of publication	2015		
Edition	8th		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Written exam	Gradingdomain	Caesura	Weight
	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

M3 Money and Banking

Course code	FCvM3.MB		
Study Unit description	FCvM3 Money and Banking		
Course name	M3 Money and Banking		
English course name	Money and Banking		
Target group	Fulltime regular		
Competences	Finance (FC.LO5) Strategic Management (FC.LO1)		
EC's	2		
Domain	BMR		
Education	Finance and Control		
Level	Advanced		
Objective	<p>The student masters the following concepts:</p> <ul style="list-style-type: none"> - the circular flow - the Keynesian model - the concept of economic growth - the banking system - fiscal policy (IS-LM) - monetary policy (IS-LM) 		
Educational content	The course provides a framework for analyzing the firm's financial environment.		
Teaching aids	Book		
Teaching methods	Lectures/tutorial seminars (2 hours per week)		
Supervisory activity	Coaching		
Exam			
Testname	Exam		
Test description	Written exam, multiple choice + open questions		
Form of test	Written exam		
Principles of Economics			
Titel	Principles of Economics		
Learning material carrier	Study book		
Identification	ISBN 9780077132736		
Author	McDowell		
Publisher	McGraw Hill		
Year of publication	2012		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Exam	Gradingdomain	Caesura	Weight
	1 to 10, 1 dec.	Higher or equal to 5.5	1.0

Cross departmental modules

Windesheim and the Netherlands

Course code	EN-IN-WNID.XX.01
Study Unit description	EN-IN-WNID.XX.01
Course name	Introduction module of Windesheim and Netherlands in an international context.
Target group	No specific target group
EC's	2
Domain	BE
Education	<ul style="list-style-type: none"> - LVO 2nd Gr. Geography - LVO 2nd Gr. General economy - LVO 2nd Gr. Business Economics - LVO 2nd Gr. Biology - LVO 2nd Gr. German - LVO 2nd Gr. English - LVO 2nd Gr. French - LVO 2nd Gr. History - LVO 2nd Gr. Healthcare and Welfare - LVO 2nd Gr. Religion - LVO 2nd Gr. Physics - LVO 2nd Gr. Dutch - LVO 2nd Gr. Chemistry - LVO 2nd Gr. Technical vocational education - LVO 2nd Gr. Math
Level	Basic = NLQF 4+
Objective	<ul style="list-style-type: none"> - To learn about organisational structures in the Netherlands - To learn about specific national features of the Netherlands - To learn about aspects of Dutch cuisine - To learn more about typical aspects of Dutch identity - To learn more about specific aspects of Dutch cultural/historical heritage - To get an international perspective on above mentioned themes by comparing them with student's home country (and learn -as a side effect- as well about these themes in other (European) countries)
Required knowledge	<p>Pre-condition for entering the module Knowledge of English:</p> <ul style="list-style-type: none"> - Student is able to understand explanations - Student is able to take part in group discussions - Student is able to write a report
Educational content	<ul style="list-style-type: none"> - Organisational structures in the Netherlands: educational system, infrastructure of the city centre and municipal political system - Specific national features: language, folklore and geography - Aspects of Dutch cuisine: habits on dinner time, traditional dishes/preferences and cultural and historical influences on the cuisine - 1 typical aspect of the Dutch identity (depending on the season): 'Sinterklaas' or ice skating - Specific aspects of Dutch/historical heritage: visiting places of historic interest and related background information
Teaching aids	<p>Module description on blackboard Information to be found on internet Suggestion of book</p>
Teaching methods	Student's activities

	Be present at and take part in: <ul style="list-style-type: none"> - Presentations of guest speakers - Excursions - Meetings providing background information related to the topics of the activities - Group discussions 		
Supervisory activity	Activities of the International Office and lecturers: <ul style="list-style-type: none"> - Organising presentations of guest speakers; - Leading excursions; - Providing specific information related to the topics of the activities; - Organising group discussions and sharing of knowledge about the themes mentioned in the educational information. Note: This module is a joint effort of our International Office, responsible for the activities as such, and lecturers, responsible for the educational part of this module, which is reviewing the written reports.		
Portfolio			
Testname	Portfolio		
Form of test	Portfolio: Consisting of written reports describing the activities: <ul style="list-style-type: none"> - Related to the information found on internet about the subject and/or - Information found in the recommended book - Compared with similar aspects of student's home country Final report: <ul style="list-style-type: none"> - A reflection report about the overall experience and lessons learned with respect to student's studies or future job 		
The Dutch I presume			
Titel	The Dutch I presume		
Learning material carrier	Book		
Identification	ISBN 97890854101		
Author	Martijn de Rooi		
Publisher	Nilsson & Lamm		
Location of publication	Weesp		
Year of publication	2005		
Edition	First		
Price	€ 14,95		
Note	Recommended, not required		
Practical action	Skill lessons		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Portfolio	Gradingdomain	Caesura	Weight
	1 to 10, 1 dec.	Higher or equal to 5.5	100.0

Dutch Language Introduction

Course code	EN-IN-DLID.XX.11
Study Unit description	EN-IN-DLID.XX.11
Course name	Dutch Language Introduction
English course name	Introduction to the Dutch language
Target group	No specific target group
EC's	3
Domain	BE
Education	<ul style="list-style-type: none"> - LVO 2nd Gr. Geography - LVO 2nd Gr. General economy - LVO 2nd Gr. Business Economics - LVO 2nd Gr. Biology - LVO 2nd Gr. German - LVO 2nd Gr. English - LVO 2nd Gr. French - LVO 2nd Gr. History - LVO 2nd Gr. Healthcare and Welfare - LVO 2nd Gr. Religion - LVO 2nd Gr. Physics - LVO 2nd Gr. Dutch - LVO 2nd Gr. Chemistry - LVO 2nd Gr. Technical vocational education - LVO 2nd Gr. Math
Level	Basic = NLQF 4+
Objective	<ul style="list-style-type: none"> - Understanding basic vocabulary: words (Dutch - English) - Use of basic vocabulary: words (English - Dutch) - Understanding basic vocabulary: small sentences (Dutch - English) - Use of basic vocabulary: small sentences (English - Dutch) - Use of vocabulary and grammar in a simple conversations
Required knowledge	Pre-condition for entering the module Knowledge of English: <ul style="list-style-type: none"> - Student understands oral and written instructions - Student is able to compare Dutch grammar with English grammar - Student is able to take part in group discussions
Educational content	Topics: <ul style="list-style-type: none"> - To meet someone and social talk at a party - To ask for information and get information, sending an e-mail and making a call - How to get there by tram and what time is it - Where do you go and what have you done - In the supermarket and at a party - In a restaurant Grammar: <ul style="list-style-type: none"> - Conjugation of verb and word order - Alphabet and spelling rules - Frequent irregular verbs in present tense, question words and plural - Negation and perfect tense - Demonstrative pronouns and possessive nouns - Adjective and use of er and daar
Teaching aids	Book Weekly planning at Blackboard Hand-outs during the lessons



Teaching methods	<p>Student's activities:</p> <ul style="list-style-type: none"> - Students practice vocabulary, functional phrases and grammar in classroom by means of different kinds of activating methods - Students use vocabulary, functional phrases and grammar in classroom in simple dialogues - Students repeat and memorize at home vocabulary, functional phrases and grammar - Students practice vocabulary, functional phrases and grammar at home by doing the exercises from the course book and the practical assignments 		
Supervisory activity	<p>Lecturers activities</p> <p>In classroom the basic vocabulary, functional phrases and grammar as referred to in the educational content is introduced, attention is paid to the pronunciation and the students are activated to practise by means of different methods with their fellow students.</p>		
Exam			
Testname	Exam		
Form of test	The exam consists of 5 parts; 4 written and 1 oral part.		
See literature on BB			
Titel	See literature on BB		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Exam	1 to 10, 1 dec.	Higher or equal to 5.5	100.0

Dutch Language Intermediate

Course code	EN-IN-DLIM.XX.01
Study Unit description	EN-IN-DLIM.XX.01
Course name	Dutch Language Intermediate
Target group	No specific target group
EC's	3
Domain	BE
Education	<ul style="list-style-type: none"> - LVO 2nd Gr. Geography - LVO 2nd Gr. General economy - LVO 2nd Gr. Business Economics - LVO 2nd Gr. Biology - LVO 2nd Gr. German - LVO 2nd Gr. English - LVO 2nd Gr. French - LVO 2nd Gr. History - LVO 2nd Gr. Healthcare and Welfare - LVO 2nd Gr. Religion - LVO 2nd Gr. Physics - LVO 2nd Gr. Dutch - LVO 2nd Gr. Chemistry - LVO 2nd Gr. Technical vocational education - LVO 2nd Gr. Math
Level	Basic = NLQF 4+
Objective	<ul style="list-style-type: none"> - Understanding intermediate basic vocabulary: words (Dutch - English) - Use of intermediate basic vocabulary: words (English - Dutch) - Understanding intermediate basic vocabulary: small sentences (Dutch - English) - Use of intermediate basic vocabulary: small sentences (English - Dutch) - Use of vocabulary and grammar in simple conversations
Required knowledge	Pre-condition for entering the module Knowledge of English - Student is able: <ul style="list-style-type: none"> - To understand instructions - To compare Dutch grammar with English grammar - To take part in group discussions
Educational content	Topics: <ul style="list-style-type: none"> - Talking about your hobby and reading an announcement for a concert - To the cinema, expressing and inquiring after agreement, disagreement - Shopping, asking about price, discussing what to buy - Shopping, offering and requesting assistance, expressing appreciation, regret or disappointment - Asking for directions and at the police station - Public buildings and rules at public area Grammar: <ul style="list-style-type: none"> - Use of the indefinite er - Imperfect tense - word order and compound sentences - use of to have and don't have to - use of all
Teaching aids	Book Weekly planning Hand-outs during the lessons



Teaching methods	Student's activities: <ul style="list-style-type: none"> - Students practice vocabulary, functional phrases and grammar in classroom by means of different kinds of activating methods - Students use vocabulary, functional phrases and grammar in classroom in simple dialogues - Students repeat and memorize at home vocabulary, functional phrases and grammar - Students practice vocabulary, functional phrases and grammar at home by doing the exercises from the course book and practical assignments 		
Supervisory activity	Lecturers activities In classroom the basic vocabulary, functional phrases and grammar as referred to in the educational content is introduced, attention is paid to the pronunciation and the students are activated to practice by means of different methods with their fellow students.		
Exam			
Testname	Exam		
Form of test	The exam consists of 5 parts; 4 written and 1 oral part.		
See literature on BB			
Titel	See literature on BB		
Practical action	Skill lessons		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment			
Exam	Gradingdomain	Caesura	Weight
	1 to 10, 1 dec.	Higher or equal to 5.5	100.0

Dutch Society 1

Course code	EN-IN-DSID.XX.17
Course name	Dutch Society 1
Target group	Fulltime regular
EC's	3
Domain	EN
Type of VOE	Supportive
Level	Basic = NLQF 4+
Objective	<p>Knowledge - Student has knowledge of:</p> <ul style="list-style-type: none"> - Dutch history - Dutch surroundings/environment - Dutch politics - Dutch economy <p>Skills (to be developed in relation to the above mentioned knowledge) - Student is able:</p> <ul style="list-style-type: none"> - To cooperate in small international groups - To reflect on the cross-cultural differences
Required knowledge	<p>Pre-condition for entering the module</p> <p>Knowledge of English - Student is able:</p> <ul style="list-style-type: none"> - To understand the English instruction - To present in English - To take part in discussions in English
Educational content	The module Dutch Society 1 aims at acquiring -in an international setting- knowledge about Dutch history, politics, surroundings and economics and applying this knowledge in a fieldtrip to the city of Delft.
Teaching aids	<p>Book</p> <p>Powerpoint presentations</p> <p>Internet links</p> <p>Fieldtrip</p>
Teaching methods	<p>Student's activities</p> <p>In class after an introduction of the lecturer, students will exchange information and will give presentations, there will be discussions about the topics mentioned in the educational content. In the preparation of classroom activities hours of self study are included.</p>
Supervisory activity	<p>Lecturers activities</p> <p>The lecturer will guide the students through the theory and organise group activity.</p>
Exam	
Testname	Exam
Test description	An written exam based on the topics of the educational content
See literature on BB	
Titel	See literature on BB

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Exam	1 to 10, 1 dec.	Higher or equal to 5.5	100.0

Dutch Society 2

Course code	EN-IN-DSIM.XX.17
Course name	Dutch Society 2
English course name	Dutch society, intermediate
EC's	3
Domain	BE
Target group	Fulltime regular
Objective	<p>Knowledge - Student has knowledge of:</p> <ul style="list-style-type: none"> - The Dutch legal system - The Dutch multicultural society - Dutch traditions of tolerance - The Dutch in foreign eyes <p>Skills (to be developed in relation to the above mentioned knowledge) - Student is able:</p> <ul style="list-style-type: none"> - To cooperate in small intercultural groups - To reflect on the cross-cultural differences
Required knowledge	<p>Pre-condition for entering the module</p> <p>Knowledge of English - Student is able:</p> <ul style="list-style-type: none"> - To understand the English instruction - To present in English - To take part in discussions in English
Educational content	The module Dutch Society 2 aims at acquiring - in an international setting - knowledge about the Dutch legal system, the Dutch multicultural society, the Dutch in foreign eyes, Dutch traditions of tolerance and water. During this module students will apply their knowledge about water in a fieldtrip to Zwolle and surroundings.
Teaching aids	<p>Book</p> <p>Powerpoint presentations</p> <p>Internet links</p> <p>Fieldtrip</p>
Teaching methods	<p>Student's activities</p> <p>In class after an introduction of the lecturer, students will exchange information and will give presentations. There will be discussions about the topics mentioned in the educational content. There will be an excursion. In the preparation of classroom activities hours of selfstudy are included.</p>
Supervisory activity	<p>Lecturers activities</p> <p>The lectures will be partly theoretical, but mostly interactive through group assignments and discussions. The lecturer will guide the students in their assignments and activities.</p>
Exam	
Testname	Exam
Test description	An written exam based on the topics of the educational content
See literature on BB	
Titel	See literature on BB

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Exam	1 to 10, 1 dec.	Higher or equal to 5.5	100.0

Intercultural Awareness

Course code	BS.IOE.IA
Study Unit description	Intercultural Awareness
Course name	Intercultural Awareness
English course name	Intercultural Awareness
Target group	Fulltime regular
Competences	Basic qualification for management positions (HBO09) Social communication skills (HBO08)
EC's	3
Domain	BMR
Education	International Business and Languages
Level	Advanced
Objective	<ul style="list-style-type: none"> - Students are able to explain the importance of culture and to see culture from different viewpoints - Students are able to reflect on their own attitude towards cultural differences and they can explain how this influences their way of looking at other cultures - Students are able to explain relevant aspects of a culture of another country in the world different from their own culture and country and relate this to at least five different theoretical concepts studied during the lessons - Students gain direct experience of working in an intercultural context in the educational setting, they reflect on this experience and learn how they react on cultural differences - Students learn about different ways of conflict handling in different cultures
Educational content	<ul style="list-style-type: none"> - The concept of culture - Attitudes towards cultural differences - The concept of stereotyping - Cultural analysis using different models and theories - Verbal and non-verbal aspects of intercultural communication - Implications of cultural differences when living and working cross-borders
Teaching aids	N@tschool PowerPoint presentations Internet links The studyguide Literature
Teaching methods	Lectures Presentations Case work Team work
Supervisory activity	Interactive Lectures
Participation	
Testname	Participation
Test description	1. 'Free style' presentation - students prepare and perform a personal presentation about their culture focussing on the non tangible aspects 2. Team evaluation country analysis - students compare and evaluate working together in a team in a windesheim setting with their home university for an assignment 3. Attendance (80%)
Form of test	Skill assignment

Presentation	
Testname	Presentation
Test description	<p>Students will be assessed on:</p> <ol style="list-style-type: none"> 1. Structuring the presentation 2. Contents of the presentation <ul style="list-style-type: none"> - Introduction - General facts; size, population, religion etc. - The onion diagram: application - Choice of at least three models of culture <ul style="list-style-type: none"> ➤ Hofstede: dimensions, scores and their consequence ➤ Trompenaars: interpretation of dilemmas (give examples) ➤ Hall: low or high context with examples - Notions of business etiquette or etiquette in your field of expertise; concepts of power, space and time - Remarkable cultural behaviours/rituals/values - Conclusion with whether or not you would like to live there and why (not) 3. Presentation skills 4. A hand-out of the presentation will submitted on ELO (inleveropdracht) 5. A written individual evaluation of teamwork will be submitted on ELO
Form of test	Written test / exam
Written exam	
Titel	Written exam
Test description	The exam consists of 50 Multiple Choice questions based on the content of the book Sana Reynolds and Deborah Valentine Guide to Cross-Cultural Communication, internet links and information provided on ELO (or Cultural Sensitivity, Nunez etc.) as well as the study guide. Besides that there will be questions on the topics dealt with in the lectures.
Form of test	Oral test / exam
Intercultural Sensitivity	
Titel	Intercultural Sensitivity
Learning material carrier	Book
Identification	ISBN 9 789023 251330
Author	Ir. Carlos Nunez, Drs. Raya Nunez Mahdi, Drs Laura Popma
Publisher	Royal Van Gorcum
Location of publication	Assen
Year of publication	2014
Edition	Third
Price	€ 16,50
Titel	Guide to Cross-Cultural Communication
Learning material carrier	Book
Identification	ISBN: 0-13-049784
Author	Sana Reynolds and Deborah Valentine
Publisher	Prentice Hall Series in Advanced Business Communication
Year of publication	2004
Location	Zwolle
Main language	English

Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Participation	Fail to Pass	Higher or equal to 5.5	0.0
Presentation	1 to 10, 1 dec.	Higher or equal to 5.5	1.0
Written exam	1 to 10, 1 dec.	Higher or equal to 5.5	1.0



Drama and Improvisation

Course code	EN-IN-DRIM.XX.01
Study Unit description	EN-IN-DRIM.XX.01
Course name	Drama and Improvisation
English course name	Drama and Improvisation
Target group	No specific target group
EC's	3
Domain	BE
Education	<ul style="list-style-type: none"> - LVO 2nd Gr. Geography - LVO 2nd Gr. Biology - LVO 2nd Gr. German - LVO 2nd Gr. English - LVO 2nd Gr. French - LVO 2nd Gr. History - LVO 2nd Gr. Physics - LVO 2nd Gr. Dutch - LVO 2nd Gr. Chemistry - LVO 2nd Gr. Math
Level	Basic = NLQF 4+
Objective	<ul style="list-style-type: none"> - Students can demonstrate the 5 basic concepts of dramatical design/form - Students can demonstrate suitable and clear body language - Students can demonstrate credible emotions - Students can demonstrate suitable energies and apply difference in tempi - Students can consciously design a basic mise-en-scène and effectively choose suitable props and clothing - Students can apply and demonstrate the Aristotelian construction of scenes
Required knowledge	<p>Pre-condition for entering the module</p> <p>General</p> <ul style="list-style-type: none"> - Approval and inclusion of EN-IN-DRIM in the Learning Agreement supplied by the home university - There are not subject related pre-conditions in effect <p>Knowledge of English</p> <ul style="list-style-type: none"> - Student is able to understand explanations - Student is able to read and write in English
Educational content	<p>The module is centered around improving the following areas:</p> <ul style="list-style-type: none"> - Gaining self confidence relating to presenting for a group - Improving concentration - Enhancing verbal and non-verbal communication - Improving improvisation skills and creativity therein <p>In order to improve these areas, students work on recognizing, applying and practicing the following skills in class:</p> <ul style="list-style-type: none"> - I: The 5 basis concepts of dramatical design/form - II: Body language - III: Tempi - IV: Strengthen, weaken and enhance emotions - V: Improvising (accepting, blocking, creativity)
Teaching aids	Improvisation hand-out on blackboard

Teaching methods	Students activities: <ul style="list-style-type: none"> - Be present at the presentations of drama theory - Take part in the group assignments 		
Supervisory activity	Lecturers activities: Lecturers will mostly be interactive through group assignments and partly theoretical through short presentations of drama theory.		
Presentation and assignment			
Testname	Presentation and assignment		
Test description	Final presentation: <ul style="list-style-type: none"> - There will be a final presentation in which the students show that they can apply the objectives related to the topics of the lessons. Final assignment: <ul style="list-style-type: none"> - There will be a final assignment in which the students show that they can relate the educational content to their future profession. 		
Practical action	Skill lessons		
Location	Zwolle		
Main language	English		
Judgment			
Gradingdomain	1 to 10, 1 dec.		
Caesura	Higher or equal to 5.5		
Counting result	Highest		
Calculation method	Weighted average and all tests are 'Completed'		
Rounding	Floor (rounding down)		
Sub assessment	Gradingdomain	Caesura	Weight
Presentation and assignment	1 to 10, 1 dec.	Higher or equal to 5.5	1.0