Description of the educational programme (Study Units)

Communication

2026-2027

Chapter 9 of the Education and Examination Regulations
for Bachelor degree courses

Version July 2026

Communication Studies – Study Units Year 2 2026-2027

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1. Structure of Second Year

Programme year 2 for student cohorts that start the post-propaedeutic phase in September 2024 or later.

Full-time					EC
Year 2	C-cluster Business and communication		D-Cluster People and communication		60
Level 2	MEDIPR06) – Media Production 7,5 EC	COMINM02 – Communication in International Marketing 5 EC	RESCUJ05 – Research Customer Journey 5 EC	CORCOA02 – Corporate communication in an organizational change 5 EC	
	LIFSKC02 – Life Skills Coaching 3 5 EC		LIFSKD02 – Life Skills Coaching 4 2.5 EC		
	BUSICB04 – Business Communication 2 2,5 EC	BUSICB05) – Business Communication 3 2,5 EC	BUSICB06 – Business Communication 4 2,5 EC	BUSICB07 – Business Communication 5 2,5 EC	
	Foreign language (DUTBSA03 (Dutch) or GERBSB03 (German) or SPABSA03 (Spanish) or FREBSA03 (French)) 2.5 EC	Foreign language (DUTBSA04 (Dutch) or GERBSB04 (German) or SPABSA04 (Spanish) or FREBSA04 (French) 2.5 EC	Foreign language (DUTBSA05 (Dutch) or GERBSB05 (German) or SPABSA05 (Spanish) or FREBSA05 (French)) 2.5 EC	Foreign language (DUTBSA06 (Dutch) or GERBSA06 (German) or SPABSA06 (Spanish) or FREBSA06 (French)) 2.5 EC	
	Elective**	Elective**	Elective**	Elective**	

9.1.2 Main phase

C-cluster

BUSICB04 - Business Communication 2

1. General information	
Long English name of course	Business communication 2 - Business writing (memo report) & business meetings
Short English name of course	Business Communication 2
Course code	BUSICB04
Degree programme and cluster	Communication Studies C-cluster
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	N.A.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Content The module focuses on improving English language skills, namely, writing and speaking / listening skills. Study form Writing: The student writes a memo report. Topic / content relates to the c-cluster research module. The student applies writing techniques discussed in class. The student uploads a complete portfolio according to given instructions, following up on feedback given by peer and teacher. CEFR level B2/C1 Speaking / listening: The student prepares and participates effectively in weekly business meetings. Continuous (peer) assessment takes place. Presence is compulsory. CEFR level B2/C1
Cohesion	The memo report relates to the c-cluster research module
Mandatory participation	Yes, both for writing and speaking.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Materials on Brightspace
Required software / required materials	N.A.

Extra contributions	N.A.

3. Examination	
BUSICB04_T01	Assignment - Business Communication 2
BUSICB04_T02	Oral - Business Communication 2

Exam code: BUSICB04_T01 (Memo Report - Business Communication 2)	
Name (modular) exam	Memo Report - Business Communication 2
Code (modular) exam	BUSICB04_T01
Assessment criteria	Writing CEFR level C1: - The student expresses him/herself in clear, well - structured text; - The student writes a report underlining what they consider to be relevant information; - The student selects a style appropriate to the reader in mind; - The student uploads a complete portfolio according to given instructions, following up on feedback given by peer and teacher. Condition for assessment: Memo Report which include draft versions and peer feedback
Exam format	Memo Report
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	V
Weight factor of modular exam	N.A.
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	The assignment is a memo report,

Exam code: BUSICB04_T02 (Business Meetings - Business Communication 2)	
Name (modular) exam	Business Meetings - Business Communication 2
Code (modular) exam	BUSICB04_T02
Assessment criteria	Speaking CEFR level C1: - The student expresses him/herself fluently and spontaneously without much looking for expressions; - The student uses language flexibly and effectively for social and professional purposes; - The student formulates ideas and opinions with precision and relates their contribution skillfully to those of other speakers (speaking / listening).
Exam format	Participation in person
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	Continuous assessment, The oral consists of Business meetings.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

BUSICB05 - Business Communication 3

1. General information	
Long English name of course	Business Communication 3 - Pitching and Writing Content for digital magazine
Short English name of course	Business Communication 3
Course code	BUSICB05
Degree programme and cluster	Communication Studies C-cluster
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	Full time, 45 ECs in propaedeutic phase
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Content The module focuses on improving English language skills, namely, writing and pitching (presenting) skills. Study form Writing: The student writes content – long and short copy - for digital magazine. The student applies writing techniques discussed in class. (peer) Feedback takes place. CEFR level C1 Pitching: The student prepares weekly pitches for in - class practice and (peer) feedback, in order to prepare for final pitch for assessment in week 6/7. The student video records practice pitches and uploads a complete portfolio according to given instructions. CEFR level C1
Cohesion	This module relates to the SU Media Production
Mandatory participation	Writing: Presence is compulsory. Pitching: Presence is compulsory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Materials on Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
BUSICB05_T01	Assignment Digital Magazine - Business Communication 3

BUSICB05_T02	Pitch - Business Communication 3

Exam code: BUSICB05_T01 (Assignment Digital Magazine - Business Communication 3)	
Name (modular) exam	Assignment Digital Magazine - Business Communication 3
Code (modular) exam	BUSICB05_T01
Assessment criteria	Writing: CEFR level C1: The student expresses him/herself in clear, well - structured text. The student writes appropriate long and short copy for digital magazine. The student selects a style appropriate to the reader in mind.
Exam format	Assignment/professional product
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	V
Weight factor of modular exam	N.A.
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Exam code: BUSICB05_T02 (Pitch - Business Communication 3)	
Name (modular) exam	Pitch - Business Communication 3
Code (modular) exam	BUSICB05_T02
Assessment criteria	Presenting: CEFR level C1 The student delivers a clear, well - structured pitch choosing a style appropriate for the target audience in mind, using persuasive language and rounding off with an appropriate conclusion. Condition for assessment: A complete portfolio with practice pitches and peer feedback
Exam format	Presentation
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

COMINM02 - Communication in International Marketing

1. General information	
Long English name of course	Communication in International Marketing
Short English name of course	Communication in International Marketing
Course code	COMINM02
Degree programme and cluster	Communication Studies C-cluster
Teaching period	P1 and P2 and P3 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC Scheduled contact time: 40 hours Expected self-study time: 100 hours Total assigned study load: 140 hours
Course entry requirements	N.A.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 4: Planning & organisation
General description	In this study unit the student will perform research in order to give communication advice to a real client, in an international marketing context. Deliverables are: - Weekly tests; - Daily/weekly progress report; - A research report to prove they have gained insight and are able to draw conclusions; - An advice.
Cohesion	Business communication 2 , Life skills coaching
Mandatory participation	N.A.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Coaching / Individual guidance Lecture Self-study Seminar / Tutorial / Working lecture
Required literature / description of learning material	Baines, P. Fill, C. Rosengren, S. Antonetti, P. (2025) Fundamentals of Marketing. Oxford University Press. ISBN: 9780198910817 Saunders, M., Lewis, P. & Thornhill, A. . Research methods for business students (9th Ed.). Pearson. ISBN: 9781292402727 or: Gray, D.E. Doing research in the real world (5th edition) London: Sage Publication ISBN: 9781529742442

	Articles offered on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
COMINM02_T01	Client Conversation - Communication in International Marketing
COMINM02_T02	Portfolio - Communication in International Marketing

Exam code: COMINM02_T01 (Client Conversation - Communication in International Marketing)	
Name (modular) exam	Client Conversation - Communication in International Marketing
Code (modular) exam	COMINM02_T01
Assessment criteria	Student translates the research results into a convincing advice for a client. Student conveys the advice in an appropriate and appealing way.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Group, Individual
Assessment periods	P1, P2, P3, P4
Duration exam	30 minutes
Permitted resources / aids	Portfolio and report
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Exam code: COMINM02_T02 (Portfolio - Communication in International Marketing)	
Name (modular) exam	Portfolio - Communication in International Marketing
Code (modular) exam	COMINM02_T02
Assessment criteria	Student generates and analyses valid and reliable data by using appropriate (qualitative and/or quantitative) methods. Student reflects on the quality of the research results.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1, P2, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	V
Weight factor of modular exam	N.A.
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

MEDIPR06 - Media Production

1. General information	
Long English name of course	Media Production
Short English name of course	Media Production
Course code	MEDIPR06
Degree programme and cluster	Communication Studies C-cluster C-cluster
Teaching period	P1 and P2 and P3 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 7.5 EC Scheduled contact time: 92 hours Expected self-study time: 118 hours Total assigned study load: 210 hours
Course entry requirements	At least 45 EC from the First Year obtained
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 3: Concept & creation Qualifications 4: Planning & organisation
General description	In this study unit, students create, design and build the brand of a digital magazine for a real client. The promotion of the magazine is supported by a (social) media plan.
Cohesion	Copy for magazine will be assessed in SU Business communication (BUC) Pitching in SU Business communication (BUC). Peer assessment in LSC.
Mandatory participation	Yes, a minimum of 80% of the lectures is mandatory, scrum meetings and workshops are 100% mandatory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Design: Broek, J. V. D., Koetsenruijter, W., Jong, J. D., & Smit, L. (2012). Visual Language: Perspectives for Both Makers and Users. Eleven International Publishing. ISBN: 9789490947729 Branding: Keller, K. L., & Swaminathan, V. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition (5th ed.). Pearson. ISBN: 9781292314969
Required software / required materials	Adobe Creative Cloud (Indesign, Photoshop, Illustrator)
Extra contributions	N.A.

3. Examination	
MEDIPR06_T01	Individual portfolio Design - Media Production
MEDIPR06_T02	Written Exam (BYOD) - Media Production
MEDIPR06_T03	Assignment - Media Production
MEDIPR06_T04	Promotion Plan - Media Production

Exam code: MEDIPR06_T01 (Individual portfolio Design - Media Production)	
Name (modular) exam	Individual portfolio Design - Media Production
Code (modular) exam	MEDIPR06_T01
Assessment criteria	Moodboard shows connection to the magazine (images, colors, typography, composition) Own photography shows editorial and technical quality Selected colors match the concept/corporate style, are functional and well applied Selected typefaces match the concept/corporate style/target group and are well applied Layout is balanced, aligned, logo fits with concept and motivation is convincing.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P2, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	20%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Exam code: MEDIPR06_T02 (Written Exam (BYOD) - Media Production)	
Name (modular) exam	Written Exam (BYOD) - Media Production
Code (modular) exam	MEDIPR06_T02
Assessment criteria	Students show their knowledge about the principles of branding literature.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T2, T3, T4, T5
Duration exam	120 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	15%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: MEDIPR06_T03 (Assignment - Media Production)	
Name (modular) exam	Assignment - Media Production
Code (modular) exam	MEDIPR06_T03
Assessment criteria	The final magazine meets the client's objectives The concept has been applied consistently The concept is recognizable in all of the magazine spreads The final magazine meets the prerequisites of the assignment.
Exam format	Assignment/professional product
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1, P2, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	50%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	

Exam code: MEDIPR06_T04 (Promotion Plan - Media Production)	
Name (modular) exam	Promotion Plan - Media Production
Code (modular) exam	MEDIPR06_T04
Assessment criteria	Objectives are presented Media strategy is shown and substantiated Means fit the strategy proposed Accountability (Budget and planning) is shown and substantiated
Exam format	Assignment/professional product
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1, P2, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	15%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

LIFSKC02 – Life skills coaching 3

1. General information	
Long English name of course	Life skills coaching 3
Short English name of course	Life skills coaching 3
Course code	LIFSKC02
Degree programme and cluster	Communication Studies C-cluster
Teaching period	S1, S2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC Scheduled contact time: 78 hours Expected self-study time: 62 hours Total assigned study load: 140 hours
Course entry requirements	N.A.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Professional skills 3: Collaboration Professional skills 4: Reflective skills Professional skills 5: Emphatic skills Qualifications 3: Concept & creation Qualifications 4: Planning & organisation
General description	LSC classes support the projects of C cluster (C1 and C2). During this semester the students will work in groups for two projects (Communication in international Marketing and Media Production) LSC classes are weekly, with topics relevant for individual and group work, including personal meetings during these classes where we will discuss the personal and professional development individually. Student reflects on cultural differences and ethical topics in an audio visual product
Cohesion	C-cluster projects
Mandatory participation	Students must be present during the introduction lecture where the module is explained, and the groups are formed. Student must participate in the international week. Students must attend at least two coaching session with the teacher and two peer coaching sessions.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	See Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination

LIFSKC02_T01	Portfolio – Life skills coaching 3
LIFSKC02_T02	International week – Life skills coaching 3
LIFSKC02_T03	Game – Life skills coaching 3

Exam code: LIFSKC02_T01 (Life skills coaching 3)	
Name (modular) exam	Portfolio – Life skills coaching 3
Code (modular) exam	LIFSKC02_T01
Assessment criteria	The student reflects on the quality of his own performance and the performance of his peers thoroughly and constructively; The student reports on the issues in group work and describes how to manage those issues in written reports and group discussions; The student writes an in depth reflection on his own professional development; The student provides a visual presentation of his own personal branding; The student demonstrates how to act in different business settings; The Student reflects on cultural differences and ethical topics in an audio visual product.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Exam code: LIFSKC02_T02 (International week - Personal Professional Development 3**)**	
Name (modular) exam	International week – Personal Professional Development 3
Code (modular) exam	LIFSKC02_T02
Assessment criteria	Student reflects on cultural differences and ethical topics in an audio visual product
Exam format	Assignment for submission
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	V
Weight factor of modular exam	0%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Exam code: LIFSKC02_T03 (Game - Personal Professional Development 3**)**

Name (modular) exam	Game – Personal Professional Development 3
Code (modular) exam	LIFSKC02_T03
Assessment criteria	Curious and inquisitive attitude Innovative and creative thinking Teamwork Reflection on people, product and process Showing empathy in situation and stakeholders Ethical apprehension Showing Agile way of working
Exam format	Continuous assessment
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	V
Weight factor of modular exam	0%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

DUTBSA03 - Dutch 3

1. General information	
Long English name of course	Dutch for Business 3: Internship in the Netherlands
Short English name of course	Dutch 3
Course code	DUTBSA03
Degree programme and cluster	IB and CS Electives
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Dutch 1
Prior knowledge	

2. Content and organisation	
Professional task	Communicate (verbally and in written) in Dutch at CEFR A2 - level.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Student produces language products in Dutch at CEFR A2 - level for both general and business communication purposes. The products contain both spoken and written language. Student learns grammar and vocabulary that is needed to successfully deliver the language products.
Cohesion	In the series of 8 study units, this study unit is the third in the row. All study units Dutch are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Verbruggen, K. & Hoogvorst, W. (2017). Start.nl 2, Dutch for beginners (2nd ed.). Coutinho ISBN: 9789046903797
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
DUTBSA03_T01	Written Exam (BYOD) - Dutch 3
DUTBSA03_T02	Portfolio - Dutch 3

Exam code: DUTBSA03_T01 (Written Exam (BYOD) - Dutch 3)	
Name (modular) exam	Written Exam (BYOD) - Dutch 3

Code (modular) exam	DUTBSA03_T01
Assessment criteria	- The student shows the ability to use correct grammar in short and simple sentences on level CEFR A2.The student shows the ability to use simple and quite correct (business) vocabulary on level CEFR A2.The student shows the ability to communicate (orally and/or in written) at CEFR A2 - level in simple and routine tasks requiring a simple and direct exchange of information on familiar, routine and business matters.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	During exam review
Other info	N.A.

Exam code: DUTBSA03_T02 (Portfolio - Dutch 3)	
Name (modular) exam	Portfolio - Dutch 3
Code (modular) exam	DUTBSA03_T02
Assessment criteria	- The student shows the ability to use correct grammar in short and simple sentences on level CEFR A2. - The student shows the ability to use simple and correct (business) vocabulary on level CEFR A2. - The student shows the ability to communicate (orally and/or in writing) at CEFR A2 - level in simple and routine tasks requiring a simple and direct exchange of information on familiar, routine and business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

FREBSA03 - French 3

1. General information	
Long English name of course	French for Business 3: Business Meeting
Short English name of course	French 3
Course code	FREBSA03
Degree programme and cluster	IB and CS C-cluster
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	French 1
Prior knowledge	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
Professional task	To communicate (orally and in writing) in French at CEFR level A2.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	After completing this course, students understand and produce general and business French, both orally and in writing, at level CEFR A2. During this course, students will learn to understand and conduct a basic French business meeting. The student uses French as additional language in various general and business settings orally and in writing at CEFR A2 level. The student learns grammar, vocabulary and communication skills related to reading, writing, listening and speaking in French.
Cohesion	This study unit is the third in the row of 8 study units. All study units French are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Participation is highly recommended
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Material on Brightspace and material distributed in class.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
FREBSA03_T01	Business Meeting (Oral Exam) - French 3

Exam code: FREBSA03_T01 (Business Meeting (Oral Exam) - French 3)	
Name (modular) exam	Business Meeting (Oral Exam) - French 3
Code (modular) exam	FREBSA03_T01
Assessment criteria	The student: Masters the conventions of a simple French business meeting. Masters French oral communication, vocabulary and grammar at CEFR - Level A2. Pronounces French clearly and naturally despite occasional errors and / or a limited influence of the mother tongue.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Pairs
Assessment periods	P1, P3, P4
Duration exam	10 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	With the examiner upon request within one week after exam
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

GERBSB03 - German 3

1. General information	
Long English name of course	German 3 – Getting Along in German
Short English name of course	German 3
Course code	GERBSB03_German 3
Degree programme and cluster	IB and CS C-cluster
Teaching period	P1, P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	German 1
Prior knowledge	See Entry Requirements

2. Content and organisation	
Professional task	Communicating in German at CEFR level A2.1 in the general business - related settings.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	The student uses German as additional language in various general professional settings orally and in writing preparing for CEFR level A2.1. He/She prepares professional products in German. These contain both, oral and written language. Grammar and vocabulary needed for mastering everyday professional situations in German are developed/trained also through listening and reading material
Cohesion	This study unit is the third in a series of 8 study units. All study units German are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	At least 80% active participation in contact time and regular identifiably own contribution, incl. peer-feedback/-feedforward to the portfolio stages as prerequisite for joining the assessment GERBSB03_T02 is required.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Farmache, A.,e.a. (2015). DaF im Unternehmen A1, Kurs - und Übungsbuch(1st edition), Stuttgart, Klett Sprachen, ISBN 9783126764407 Grosser, R., e.a. (2015). DaF im Unternehmen A2, Kurs - und Übungsbuch (1st edition), Stuttgart, Ernst Klett Sprachen, ISBN 9783126764452

	Webster, P. (1999) The German Handbook. Your guide to speaking and writing (2nd edition) Cambridge, Cambridge University Press ISBN 9780521648608 Materials on Brightspace (including materials introduced in previous all previous study units) Materials distributed in class Good mono - and/or bi - lingual paper dictionaries, for instance: Hueber Wörterbuch Learner's Dictionary Deutsch als Fremdsprache – Deutsch – Englisch, Englisch - Deutsch / German – English, English - German, (2009), (1st edition) München, Hueber Verlag, ISBN 9783191017361
Required software / required materials	Audio and video material via the link: www.klett - sprachen.de/daf - im - unternehmen - online Klett Allango App für DaF im Unternehmen A1+ DaF im Unternehmen A2
Extra contributions	N.A.

3. Examination	
GERBSB03_T01	Written exam (BYOD) – German 3
GERBSB03_T02	Portfolio – German 3
GERBSB03_T03	Participation – German 3

Exam code: GERBSB03_T01 (Written exam (BYOD) – German 3)	
Name (modular) exam	**Written exam (BYOD) – German 3**
Code (modular) exam	GERBSB03_T01
Assessment criteria	The candidate: - correctly applies structures on A2.1 level in basic business - related settings correctly
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	60 minutes
Permitted resources / aids	Paper version of a mono or bi-langual dictionary, handout "Sprachliche Fachbegriffe" (in attachment in Ans)
Minimum result	P
Weight factor of modular exam	0%
Method of enrolment for exam	Via Osiris
Discussion and review	Regular exam review
Other info	N.A.

Exam code: GERBSB03_T02 (Portfolio – German 3)	
Name (modular) exam	**Portfolio – German 3**
Code (modular) exam	GERBSB03_T02
Assessment criteria	Providing the candidate has met all requirements, the portfolio will be assessed on contents' coverage and depth. Condition for assessment: Incomplete contents, work not lodged in time and work not meeting formal aspects as outlined in the manual will lead to the portfolio not being further assessed.

Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	With the examiner upon request; application for review a week before the respective exam period's central review session.
Other info	N.A.

Exam code: GERBSB03_T03 (Participation – German 3)	
Name (modular) exam	**Participation – German 3**
Code (modular) exam	GERBSB03_T03
Assessment criteria	At least 80% active participation in contact time.
Exam format	Participation
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	P
Weight factor of modular exam	0%
Method of enrolment for exam	Via Osiris
Discussion and review	N.A.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	

SPABSA03 - Spanish 3

1. General information	
Long English name of course	Spanish for Business 3: How to use Spanish to find a job
Short English name of course	Spanish 3
Course code	SPABSA03
Degree programme and cluster	IB and CS C-cluster
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Spanish 1
Prior knowledge	Spanish at CEFR level A1+.

2. Content and organisation	
Professional task	To communicate (orally and in writing) in Spanish at CEFR level A2.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Student produces language products in Spanish at CEFR level A2 for both general and business communication purposes. The focus of the products lies on how to use Spanish to find a placement or job. The products contain spoken and/or written language. Student learns to use grammar and vocabulary that is needed to successfully deliver the language products. Entry level is A1+.
Cohesion	This study unit is the third in a consecutive row of 8 study units. All study units Spanish are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	All materials are published on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
SPABSA03_T01	Written Exam (BYOD) Spanish 3
SPABSA03_T02	Portfolio - Spanish 3

Exam code: SPABSA03_T01 (Written Exam (BYOD) Spanish 3)

Name (modular) exam	Written Exam (BYOD) Spanish 3
Code (modular) exam	SPABSA03_T01
Assessment criteria	The student shows the ability to use quite correct grammar in short and simple sentences on CEFR level A2. The student shows the ability to use simple and quite correct (business) vocabulary on CEFR level A2.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: SPABSA03_T02 (Portfolio - Spanish 3)	
Name (modular) exam	Portfolio - Spanish 3
Code (modular) exam	SPABSA03_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR level A2 in simple and routine tasks requiring a simple and direct exchange of information on familiar, routine and business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

DUTBSA04 - Dutch 4

1. General information	
Long English name of course	Dutch for Business 4: Job interview: cover letter and CV
Short English name of course	Dutch 4
Course code	DUTBSA04
Degree programme and cluster	IB and CS Electives
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 21 hours Expected self-study time: 49 hours Total assigned study load: 70 hours
Course entry requirements	Dutch 1 and Dutch 2
Prior knowledge	

2. Content and organisation	
Professional task	Communicate (verbally and in written) in Dutch at CEFR A2+ - level.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Student produces language products in Dutch at CEFR A2+ - level for both general and business communication purposes. The products contain both spoken and written language. Student learns grammar and vocabulary that is needed to successfully deliver the language products.
Cohesion	This study unit is the fourth in the row of 8 study units. All study units Dutch are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Yes, participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Verbruggen, K. & Hoogvorst, W. (2017). Start.nl 2, Dutch for beginners (2nd ed.). Coutinho ISBN: 9789046903797
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
DUTBSA04_T01	Written Exam (BYOD) Dutch 4
DUTBSA04_T02	Portfolio - Dutch 4

Exam code: DUTBSA04_T01 (Written Exam (BYOD) Dutch 4)	
Name (modular) exam	Written Exam (BYOD) Dutch 4

Code (modular) exam	DUTBSA04_T01
Assessment criteria	- The student shows the ability to use quite correct grammar in short and simple sentences on level CEFR A2+; - The student shows the ability to use simple and quite correct (business) vocabulary on level CEFR A2+; - The student shows the ability to communicate (orally and/or in written) at CEFR A2+ - level in simple and routine tasks requiring a simple and direct exchange of information on familiar, routine and business matters.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	During exam review
Other info	N.A.

Exam code: DUTBSA04_T02 (Portfolio - Dutch 4)	
Name (modular) exam	Portfolio - Dutch 4
Code (modular) exam	DUTBSA04_T02
Assessment criteria	The student shows the ability to use quite correct grammar in short and simple sentences on level CEFR A2+. The student shows the ability to use simple and quite correct (business) vocabulary on level CEFR A2+. The student shows the ability to communicate (orally and/or in written) at CEFR A2+ - level in simple and routine tasks requiring a simple and direct exchange of information on familiar, routine and business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	n.a.
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

FREBSA04 - French 4

1. General information	
Long English name of course	French for Business 4: Online Communication
Short English name of course	French 4
Course code	FREBSA04
Degree programme and cluster	IB and CS C-cluster
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	The student has proven to possess an active command of French on CEFR level A1+ for business purposes, either by having passed FREBSA01 and FREBSA02 or by an entry test.
Prior knowledge	French 1 and French 2

2. Content and organisation	
Professional task	To communicate (orally and in writing) in French at CEFR level A2+
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	After completing this course, students understand and produce general and business French, both orally and in writing, at level CEFR A2+. During this course, students will learn to analyse French webstores, fill in forms, write professional e - mails and write surveys. The student uses French as additional language in various general and business settings orally and in writing at CEFR A2+ level. The student learns basic to intermediate French grammar, vocabulary and communication skills related to reading, writing, listening and speaking in French.
Cohesion	This study unit is the fourth in the row of 8 study units. All study units French are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Participation is highly recommended.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Material on Brightspace and material distributed in class.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
FREBSA04_T01	Wtitten Exam (BYOD) - French 4

Exam code: FREBSA04_T01 (Wtitten Exam (BYOD) - French 4)	
Name (modular) exam	Wtitten Exam (BYOD) - French 4
Code (modular) exam	FREBSA04_T01
Assessment criteria	The student: Uses and analyzes French webstores Uses and analyzes order forms in French Writes a professional e - mail in French Uses and analyzes survey questions in French about a product or service Masters business and general French vocabulary, grammar and written communication at CEFR Level A2+.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	120 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

GERBSB04 – German 4

1. General information	
Long English name of course	German 4 – Concluding the Basics in German
Short English name of course	German 4
Course code	GERBSB04
Degree programme and cluster	IB and CS C-cluster
Teaching period	P2, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	German 1 and German 2
Prior knowledge	

2. Content and organisation	
Professional task	Communicating in German at CEFR level A2.2 in the general business - related settings.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	The student uses German as additional language in various general professional settings orally preparing for CEFR level A2.2 Based on his/her individual portfolio as well as roleplay assignments by the examiners the student raises his/her oral command of German to CEFR level A2.2 in a variety of standard professional situations.
Cohesion	This study unit is the fourth in the row of 8 study units. All study units German are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	At least 80% active participation in the training part of the contact time is required for qualifying for participating in the assessment GERBSB04_T01 (Oral exam – German 4)
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Farmache, A.,e.a. (2015). DaF im Unternehmen A1, Kurs - und Übungsbuch(1st edition), Stuttgart, Klett Sprachen, ISBN 9783126764407 Grosser, R., e.a. (2015). DaF im Unternehmen A2, Kurs - und Übungsbuch (1st edition), Stuttgart, Ernst Klett Sprachen, ISBN 9783126764452 Webster, P. (1999) The German Handbook. Your guide to speaking and writing (2nd edition) Cambridge, Cambridge University Press ISBN 9780521648608 Materials on Brightspace (including materials introduced in previous all previous study units)

	Materials distributed in class Good mono - and/or bi - lingual paper dictionaries, for instance: Hueber Wörterbuch Learner's Dictionary Deutsch als Fremdsprache – Deutsch – Englisch, Englisch - Deutsch / German – English, English - German, (2009), (1st edition) München, Hueber Verlag, ISBN 9783191017361
Required software / required materials	Audio and video material via the link: www.klett - sprachen.de/daf - im - unternehmen - online Klett Allango App für DaF im Unternehmen A1+ DaF im Unternehmen A2
Extra contributions	N.A.

3. Examination	
GERBSB04_T01	Oral exam – German 4
GERBSB04_T02	Participation German 4

Exam code: GERBSB04_T01 (Oral exam – German 4)	
Name (modular) exam	Oral exam – German 4
Code (modular) exam	GERBSB04_T01
Assessment criteria	Only candidates who - next to entry requirements - have passed **GERBSB04_T02 (Participation – German 4)** qualify for being admitted to this assessment. The candidate applies the target language for basic professional use on CEFR level A2.2 correctly with regards to: - standard German pronunciation - vocabulary/idiom - style/register - fluency - coherence - language structures - interaction - The candidate also shows behaviour (culturally and communicational) that is perceived appropriate behaviour in the target language/culture and takes into account interaction with a communication partner (speed, articulation, intonation, active listening, and partner - oriented communication). Condition for assessment: A candidate whose contributions in the target language cannot be understood or/and candidates whose dialogues are monologues is/are not further assessed.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4, T5
Duration exam	20 minutes
Permitted resources / aids	Buchstabiertafel (German spelling table)
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	With the examiner upon request; application for review a week before the respective exam period's central review session.

Other info	N.A.

Exam code: GERBSB04_T02 (Participation – German 4)	
Name (modular) exam	GERBSB04 – German 4
Code (modular) exam	GERBSB04_T02
Assessment criteria	At least 80% active participation in the trainings.
Exam format	Participation
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	P
Weight factor of modular exam	N.A.
Method of enrolment for exam	Via Osiris
Discussion and review	N.A.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	

SPABSA04 - Spanish 4

1. General information	
Long English name of course	Spanish for Business 4: How to Use Spanish to Enter the Market
Short English name of course	Spanish 4
Course code	SPABSA04
Degree programme and cluster	IB and CS C-cluster
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 21 hours Expected self-study time: 49 hours Total assigned study load: 70 hours
Course entry requirements	Spanish 1 and Spanish 2
Prior knowledge	Spanish at CEFR level A2.

2. Content and organisation	
Professional task	To communicate (orally and in writing) in Spanish at CEFR level A2+.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Student produces language products in Spanish at CEFR level A2+ for both general and business communication purposes. The focus of the products lies on how to use Spanish to enter the market. The products contain spoken and/or written language. Student learns to use grammar and vocabulary that is needed to successfully deliver the language products. Entry level is A2.
Cohesion	This study unit is the fourth in a consecutive row of 8 study units. All study units Spanish are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	All materials are published on Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
SPABSA04_T01	Written Exam (BYOD) - Spanish 4
SPABSA04_T02	Portfolio - Spanish 4

Exam code: SPABSA04_T01 (Written Exam (BYOD) - Spanish 4)

Name (modular) exam	Written Exam (BYOD) - Spanish 4
Code (modular) exam	SPABSA04_T01
Assessment criteria	The student shows the ability to use quite correct grammar in short and simple sentences on CEFR level A2+. The student shows the ability to use simple and quite correct (business) vocabulary on CEFR level A2+.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: SPABSA04_T02 (Portfolio - Spanish 4)	
Name (modular) exam	Portfolio - Spanish 4
Code (modular) exam	SPABSA04_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR level A2+ in simple and routine tasks requiring a simple and direct exchange of information on familiar, routine and business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

D-cluster

BUSICB06 - Business Communication 4

1. General information	
Long English name of course	Business Communication 4: Get Hired as Communications Professional
Short English name of course	Business Communication 4
Course code	BUSICB06
Degree programme and cluster	CS, D-cluster D-cluster
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	at least 45 EC from the propaedeutic phase.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 2: Target group & behaviour Qualifications 6: Connecting & facilitation
General description	The student aids their career development, and prepares specifically for their internship application, by participating in a job application process. The student examines their personal assets, and writes a motivation letter and CV geared clearly towards company needs. Finally, the student participates effectively in job interviews. CEFR level C1
Cohesion	This module prepares students for their E-cluster internship.
Mandatory participation	Class lectures in week 1-3. Job interviews in week 4-6 (mandatory presence).
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Materials available on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
BUSICB06_T01	Job interview - Business Communication 4

Exam code: BUSICB06_T01 (Job interview - Business Communication 4)	
Name (modular) exam	Job interview - Business Communication 4
Code (modular) exam	BUSICB06_T01
Assessment criteria	Oral exam / continuous assessment.

	The exam / grade is based on oral performance and active participation. Condition for assessment: A complete portfolio including an improved CV,motivation letter and personal branding assignment are required to receive the grade.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	20-30 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Written feedback and verbal comments from teacher / examiner and peers.
Other info	

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

BUSICB07 - Business Communication 5

1. General information	
Long English name of course	Business Communication 5 - Professional writing and negotiating
Short English name of course	Business Communication 5
Course code	BUSICB07
Degree programme and cluster	Communication Studies D-cluster
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	At least 45 EC from the propaedeutic phase
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 5: Persuasion & commitment Qualifications 6: Connecting & facilitation
General description	The student improves their English skills through various professional writings. The student trains their persuasive spoken English skills by participating in negotiations. CEFR level C1
Cohesion	Cohesion in professional writing will be sought by linking the type and/ or content of individual written assignments to other D1 and D2 courses as much as possible. For instance: Research – Customer Journey and Organisation in Change. Cohesion in oral skills negotiating will be sought by linking to the D2 PLOs, especially ‘persuasion’, ‘commitment’, and ‘connection’. Both BUC5 activities will require students to engage actively in peer feedback, tying in with the remaining PLO ‘coaching’.
Mandatory participation	Writing: class lectures in weeks 1-3. Consultation hours with lecturer in week 4-6 (mandatory presence during consultation hours). Speaking: negotiating training, role plays. Mandatory presence. Exams in week 3 and week 6
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Materials available on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
BUSICB07_T01	Written Exam (BYOD) - Business Communication 5
BUSICB07_T02	Oral (Negotiating) - Business Communication 5

Exam code: BUSICB07_T01 (Professional Writing (BYOD) - Business Communication 5)	
Name (modular) exam	Written exam (BYOD) - Business Communication 5
Code (modular) exam	BUSICB07_T01
Assessment criteria	Writing CEFR C1 - The student can express him/herself in clear, well - structured text using advanced English. - The student can write about complex subjects while effectively underlining relevant information. - The student can use a style appropriate to the specified reader.
Exam format	N.A.
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	90 minutes
Permitted resources / aids	ANS spell checker. Other aids depend on specific exam assignment and will be decided by the teacher.
Minimum result	5.5
Weight factor of modular exam	50%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: BUSICB07_T02 (Oral (Negotiating) - Business Communication 5)	
Name (modular) exam	Oral (Negotiating) - Business Communication 5
Code (modular) exam	BUSICB07_T02
Assessment criteria	Speaking CEFR C1 - The student can express him/herself fluently and spontaneously without much obvious searching for expressions - The student can use the language flexibly and effectively for social and professional purposes; - The student can formulate ideas and opinions with precision and relate their contribution skillfully to those of other speakers. Condition for assessment: - A completed portfolio; - This portfolio has to be handed in on time in week 6 and includes all four assignments and four times peer feedback.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Pairs
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	Notes prepared by the student.
Minimum result	5.5
Weight factor of modular exam	50%
Method of enrolment for exam	Via Osiris

Discussion and review	Written feedback and verbal comments from teacher / examiner and peers.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

CORCOA02 - Corporate Communication in an Organisational Change

1. General information	
Long English name of course	Corporate Communication in an Organisational Change
Short English name of course	Corporate Communication in an Organisational Change
Course code	CORCOA02
Degree programme and cluster	CS, D-cluster D-cluster
Teaching period	P1, P3 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC Scheduled contact time: 23 hours Expected self-study time: 117 hours Total assigned study load: 140 hours
Course entry requirements	45EC from CS1
Prior knowledge	Basic knowledge on organisational theories (structure, culture, etc.)

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 5: Persuasion & commitment Qualifications 6: Connecting & facilitation
General description	Change is an integral part of company's development. The rapid changes in business environment due to the technological, economic, environmental and political factors have inevitably led to various types of organisational changes. Communication plays a pivotal role in the change process. To achieve above competences, the following learning goals are formulated for this course: - The student knows and comprehends the concepts of change communication, internal communication, public relations, and internal/external stakeholders; - The student is able to analyse the communication problem; - The student is able to analyse the internal and external stakeholders; - The student is able to formulate research - based communication strategies to communicate the change for internal and external stakeholders; - The student is able to develop internal and external communication resources as part of the communication advice.
Cohesion	N.A.
Mandatory participation	The workshop classes are mandatory because students have to work in a group for the group portfolio.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Coaching / Individual guidance Lecture Self-study Seminar / Tutorial / Working lecture Workshop

Required literature / description of learning material	Study materials available on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
CORCOA02_T01	Portfolio - Corporate Communication in an Organisational Change

Exam code: CORCOA02_T01 (Portfolio - Corporate Communication in an Organisational Change)	
Name (modular) exam	Portfolio - Corporate Communication in an Organisational Change
Code (modular) exam	CORCOA02_T01
Assessment criteria	- The campaigns communicate the key message in an attractive way aimed at the target group; - The campaigns fit in the current corporate identity of the client; - The lay - out is balanced and is consistent throughout all communication tools; - The typography is functional and guides the reader through the text; - The images are functional and are placed in the correct resolution and proportions.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual, Group
Assessment periods	P1, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

LIFSKD02– Life Skills coaching 4

1. General information	
Long English name of course	Life Skills coaching 4
Short English name of course	Life Skills coaching 4
Course code	LIFSKD02
Degree programme and cluster	Communication Studies D-cluster
Teaching period	S1 and S2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	N.A.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 5: Persuasion & commitment Qualifications 6: Connecting & facilitation
General description	Aim Integral Test (IT): - Students show readiness for the 3rd year (Through their understanding of theoretical concepts, applied research, competences, attitude, skills). - Students show they know what they want to learn in the context of LSC. - Students receive feedback focused on their further development (assessment report). Aim company visit: experience what a company expects from 2nd year students (competences), + experience how a company operates Student ready for entering the labour market
Cohesion	SU Research Customer Journey: SU Corporate Communication in an Organisational Change SU Business Communication 3: SU Business Communication 4
Mandatory participation	Yes
Maximum number of participants	30
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	N.A.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination

LIFSKD02_T01	Oral exam – Life skills coaching 4

Exam code: LIFSKD02_T01 (Oral exam – Life skills coaching 4)	
Name (modular) exam	Oral exam – Life skills coaching 4
Code (modular) exam	LIFSKD02_T01
Assessment criteria	- The student reflects on the quality of his own performance and the performance of his peers thoroughly and constructively; - The student reports on the issues in group work and describes how to manage those issues in written reports and group discussions; - The student reflects on his own professional development.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

RESCUJ05 - Research Customer Journey

1. General information	
Long English name of course	Research Customer Journey
Short English name of course	Research Customer Journey
Course code	RESCUJ05
Degree programme and cluster	Communication Studies D-cluster
Teaching period	P2 and P3 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC Scheduled contact time: 27 hours Expected self-study time: 113 hours Total assigned study load: 140 hours
Course entry requirements	45 EC in CS1
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 2: Target group & behaviour Qualifications 3: Concept & Creation Qualifications 6: Connecting & facilitation
General description	In this module students learn how to develop a customer journey and implement it as a part of the external communication strategy of a real organization/company. The student will be stimulated to be curious by doing research on the target group in order to identify the touch points of the customer journey and locate the defining moments in which customers make crucial decisions in choosing a product or service. For this, students learn the mapping and mining process of data, i.e., how to generate and analyse data from both primary and secondary sources. Based on the mapping and mining process of the customer journey, students develop an integrated communication advice that consists of Persona, Customer Journey map and Advice for implementing the customer journey in the organisation (of the client).
Cohesion	Life skills coaching 4 and Business Communication 4 and 5
Mandatory participation	N.A.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Coaching / Individual guidance Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Saunders, M., Lewis, P. & Thornhill, A. (2019). Research methods for business students (8th ed.). Pearson. ISBN: 9781292208787 or Gray, D.E. (2017) Doing research in the real world (4th ed.) London: Sage PublicationISBN 9781526418524 Extra study materials will be available on Brightspace

Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
RESCUJ05_T01	Portfolio - Research Customer Journey
RESCUJ05_T02	Oral Exam - Research Customer Journey

Exam code: RESCUJ05_T01 (Portfolio - Research Customer Journey)	
Name (modular) exam	Portfolio - Research Customer Journey
Code (modular) exam	RESCUJ05_T01
Assessment criteria	Student designs a persona that illustrates the customers deep needs & drives as derived from the customer empathy map analysis. Student applies qualitative research techniques (a.o. interview) to identify and describe the customers' steps (needs and experiences) when using a service/ or buying process and plots this data visually in a Customer Journey. (MAPPING) Student applies a set of tools to discover, monitor, and improve processes based on data and plots this data on a map. (MINING) Student develops a communication strategy for touch point(s) and substantiates why this concept has A+ potential. (MAKING)
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P2, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	V
Weight factor of modular exam	0%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Exam code: RESCUJ05_T02 (Oral Exam - Research Customer Journey)	
Name (modular) exam	Oral Exam - Research Customer Journey
Code (modular) exam	RESCUJ05_T02
Assessment criteria	Student can translate the research results into a convincing advice for a client Student can convincingly present the advice.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P2, P3, P4
Duration exam	30 minutes
Permitted resources / aids	Group portfolio
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer

Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

DUTBSA05 - Dutch 5

1. General information	
Long English name of course	Dutch for Business 5: Telephoning and Business Presentations
Short English name of course	Dutch 5
Course code	DUTBSA05
Degree programme and cluster	IB and CS Electives
Teaching period	P1, P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Dutch 1, Dutch 2 and Dutch 3 Propaedeutic phase completed
Prior knowledge	

2. Content and organisation	
Professional task	To communicate orally and in writing in Dutch at CEFR level B1.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Entry level is A2+. Student understands and produces language products in Dutch at CEFR level B1 for both general and business communication purposes. Student uses grammar and vocabulary that is needed to successfully deliver the language products.
Cohesion	This study unit is the fifth in the row of 8 study units. All study units Dutch are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Bekkers, L. & Mennen, S. (2019). Ter zake: Zakelijk Nederlands voor anderstaligen (9th ed.). Intertaal. ISBN 9789054510277 Other study materials will be provided on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
DUTBSA05_T01	Written Exam (BYOD) - Dutch 5
DUTBSA05_T02	Portfolio - Dutch 5

Exam code: DUTBSA05_T01 (Written Exam (BYOD) - Dutch 5)	
Name (modular) exam	Written Exam (BYOD) - Dutch 5

Code (modular) exam	DUTBSA05_T01
Assessment criteria	The student shows the ability to use quite correct grammar in simple connected speech and sentences on level CEFR B1. The student shows the ability to use high frequency every day and business vocabulary on level CEFR B1.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	During exam review
Other info	N.A.

Exam code: DUTBSA05_T02 (Portfolio - Dutch 5)	
Name (modular) exam	Portfolio - Dutch 5
Code (modular) exam	DUTBSA05_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR B1 - level and produces simple connected texts, stories or conversations about everyday life or business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

FREBSA05 - French 5

1. General information	
Long English name of course	French for Business 5: Job Application and Business Culture
Short English name of course	French 5
Course code	FREBSA05
Degree programme and cluster	IB and CS D-cluster
Teaching period	P1, P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	The student has proven to possess an active command of Dutch on CEFR level A2 for business purposes.
Prior knowledge	
Course entry requirements	French 1, French 2 and French 3 Propaedeutic phase completed
Prior knowledge	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
Professional task	To communicate orally and in writing in French at CEFR level B1
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	In this module the student deals with the topic of job application in a French - speaking environment in various ways; this involves reading, listening, writing and speaking at CEFR level B1. Focus of the course: - Common tasks related to finding a job: orientation on work/internship, CV, cover letter, selection of job ads, and most importantly, answering and asking questions as a candidate during a French job interview. - Intercultural understanding of French - speaking countries in both business and general contexts. Topics to be studied: society, economy, culture etc.
Cohesion	This study unit is the fifth in the row of 8 study units. All study units French are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Participation is highly recommended.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Study materials published on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
FREBSA05_T01	Job Application and Business Culture – French 5

Exam code: FREBSA05_T01 (Job Application and Business Culture – French 5)	
Name (modular) exam	Job Application and Business Culture – French 5
Code (modular) exam	FREBSA05_T01
Assessment criteria	The student: - Presents himself/herself in a job interview in French; - Brings his/her French CV and French job offer to the exam (condition for assessment); - Discusses his/her experience, education, strengths and weaknesses in French; - Answers questions, even unexpected ones, during a French job interview in an appropriate, professional fashion; - Uses correct CEFR - level B1 French grammar, vocabulary, pronunciation, formal style and polite tone; - Understands crucial cultural aspects of the French - speaking world and is able to take these into account during a job interview. Condition for assessment: - The student brings his/her CV in French to the exam; - The student has sent a suitable French internship/job vacancy to the lecturer in the days prior to the exam.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	10 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	With the examiner upon request within one week after exam
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

SPABSA05 - Spanish 5

1. General information	
Long English name of course	Spanish for Business 5: How to use Spanish in online communication
Short English name of course	Spanish 5
Course code	SPABSA05
Degree programme and cluster	IB and CS D-cluster
Teaching period	P1, P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Spanish 1, Spanish 2 and Spanish 3 Propaedeutic phase completed
Prior knowledge	Spanish at CEFR level A2+.

2. Content and organisation	
Professional task	To communicate (orally and in writing) in Spanish at CEFR level B1.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Student produces language products in Spanish at CEFR level B1 for both general and business communication purposes. The focus of the products lies on how to use Spanish in online communication. The products contain spoken and/or written language. Student learns to use grammar and vocabulary that is needed to successfully deliver the language products. Entry level is A2+.
Cohesion	This study unit is the fifth in a consecutive row of 8 study units. All study units Spanish are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	All study materials are published on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
SPABSA05_T01	Written Exam (BYOD) - Spanish 5
SPABSA05_T02	Portfolio - Spanish 5

Exam code: SPABSA05_T01 (Written Exam (BYOD) - Spanish 5)	
Name (modular) exam	Written Exam (BYOD) - Spanish 5

Code (modular) exam	SPABSA05_T01
Assessment criteria	- The student shows the ability to use quite correct grammar in simple connected text and sentences on CEFR level B1; - The student shows the ability to use high frequency every day and business vocabulary on CEFR level B1.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: SPABSA05_T02 (Portfolio - Spanish 5)	
Name (modular) exam	Portfolio - Spanish 5
Code (modular) exam	SPABSA05_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR level B1 and produces simple connected texts, stories or conversations about everyday life or business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

GERBSB05 - German 5

1. General information	
Long English name of course	German for Business 5: Job Application
Short English name of course	German 5
Course code	GERBSB05
Degree programme and cluster	IB and CS D-cluster
Teaching period	P1, P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	German 1, German 2 and German 3 Propaedeutic phase completed
Prior knowledge	

2. Content and organisation	
Professional task	Communicating in German at CEFR level B1.1 in the specific context of working world and job application.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	The student develops and applies German as additional language in oral and written products specifically in settings of the working world and job application preparing for CEFR level B1.1 The student develops insight into the specific structures and perceptions regarding the job market and job applications in the target culture, develops vocabulary/idiom in this field and applies both, as well as intermediate structures for formulations in selected professional products related to the settings.
Cohesion	This study unit is the fifth in the row of 8 study units. All study units German are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	At least 80% active participation in classes and continuous identifiably individual contribution to the project stages is required as input for the oral assessment.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Required: Material and links published on Brightspace / MS TEAMS (including materials introduced in previous all previous study units) Hand - Outs distributed during class

	Farmache, A.,e.a. (2015). DaF im Unternehmen A1, Kurs - und Übungsbuch(1st edition), Stuttgart, Klett Sprachen, ISBN 9783126764407 Grosser, R., e.a. (2015). DaF im Unternehmen A2, Kurs - und Übungsbuch (1st edition), Stuttgart, Ernst Klett Sprachen, ISBN 9783126764452 Webster, P. (1999).The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN: 9780521648608 Dammann, A. & Fügert, N. (2021): Deutsch intensiv, Bewerbung A2: Das Training für den Beruf. Klett Verlag. ISBN: 978-3126750295 Advised: Hueber Wörterbuch Learner's Dictionary: Deutsch als Fremdsprache / German - English / English - German Deutsch - Englisch / Englisch - Deutsch. Hueber Verlag GmbH. ISBN: 9783191017361 or any newer edition. Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch – Deutsch, ISBN: 978 - 3 - 12 - 517855 - 7
Required software / required materials	Audio and video material via the link: www.klett - sprachen.de/daf - im - unternehmen - online Klett Allango App für DaF im Unternehmen A1+ DaF im Unternehmen A2
Extra contributions	N.A.

3. Examination	
GERBSB05_T01	Participation & Portfolio – German 5
GERBSB05_T02	Oral exam – German 5

Exam code: GERBSB05_T01 (Participation & Portfolio – German 5)	
Name (modular) exam	Participation & Portfolio – German 5
Code (modular) exam	GERBSB05_T01
Assessment criteria	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	P
Weight factor of modular exam	N.A.
Method of enrolment for exam	Via Osiris
Discussion and review	N.A.
Other info	Portfolio includes participation.

Exam code: GERBSB05_T02 (Oral exam – German 5)	
Name (modular) exam	Oral exam – German 5
Code (modular) exam	GERBSB05_T02
Assessment criteria	The exam is based on project products and process. The candidate shows that he/she • can apply the target language related to the topic's context on B1.1 level orally correctly (vocabulary/idiom, style/register, morpho-syntactical structures, fluency, pronunciation) • can apply the target culture's rituals of interaction on B1.1 level correctly to master telephone and face-to-face contacts in various roles in a job interview, meeting the target culture's specific requirements also with regards to formal (behavioural) aspects, • can apply the target language on B1.1 level when evaluating processes and reflecting on his/her project. Condition for assessment: A candidate whose contributions in the target language cannot be understood or/and candidates whose dialogues are monologues is/are not further assessed.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Workform: partly in pairs (roleplays), Grade: individual
Assessment periods	T1, T3, T4
Duration exam	20-30 minutes
Permitted resources / aids	Buchstabiertafel (German spelling table)
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris. Re-sit / catch-up candidates who have passed GERBSB05_T01 Participation & Portfolio in a previous lecture period are to provide their input with the examiner 3 working weeks before the oral assessment again.
Discussion and review	Individual review with examiner; the candidate is to apply for a review one week before the respective exam period's review session at the latest.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

DUTBSA06 - Dutch 6

1. General information	
Long English name of course	Dutch for Business 6: Business Meetings and Negotiations

Short English name of course	Dutch 6
Course code	DUTBSA06
Degree programme and cluster	IB and CS
Teaching period	P2, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Dutch 1, Dutch 2, Dutch 3 and Dutch 4Propaedeutic phase completed
Prior knowledge	

2. Content and organisation	
Professional task	To communicate orally and in writing in Dutch at CEFR B1 level.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Entry level is A2+. Student understands and produces language products in Dutch at CEFR B1 - level for both general and business communication purposes. Student uses grammar and vocabulary that is needed to successfully deliver the language products.
Cohesion	This study unit is the sixth in the row of 8 study units. All study units Dutch are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Yes, participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Bekkers, L. and Mennen, S. (2019). Ter zake: Zakelijk Nederlands voor anderstaligen (9th ed.). Intertaal. ISBN 9789054510277 Other study materials will be provided on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
DUTBSA06_T01	Written Exam (BYOD) - Dutch 6
DUTBSA06_T02	Portfolio - Dutch 6

Exam code: DUTBSA06_T01 (Written Exam (BYOD) - Dutch 6)	
Name (modular) exam	Written Exam (BYOD) - Dutch 6
Code (modular) exam	DUTBSA06_T01
Assessment criteria	The student shows the ability to use quite correct grammar in simple connected text and sentences on level CEFR B1+. The student shows the ability to use high frequency every day and business vocabulary on level CEFR B1+.

Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	During exam review
Other info	N.A.

Exam code: DUTBSA06_T02 (Portfolio - Dutch 6)	
Name (modular) exam	Portfolio - Dutch 6
Code (modular) exam	DUTBSA06_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR B1+ - level and produces simple connected texts, stories or conversations about everyday life or business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

FREBSA06 - French 6

1. General information	
Long English name of course	French for Business 6: Telephone French
Short English name of course	French 6
Course code	FREBSA06
Degree programme and cluster	IB and CS D-cluster
Teaching period	P2, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	French 1, French 2, French 3 and French 4 Propaedeutic phase completed
Prior knowledge	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
Professional task	To communicate orally and in writing in French at CEFR level B1+.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	The student understands and produces language products in French at CEFR level B1+ for both general and business communication purposes. The products contain French business Telephone situations. Roleplays and case studies prepare the student for making business calls in French. The student will listen and speak actively during the lessons. Recordings of native speakers in realistic business scenarios play an important part in this process. All of this allows for a practice - based learning process of telephoning in French. Student uses grammar and vocabulary (English/French) that is needed to successfully deliver the language products.
Cohesion	This study unit is the sixth in the row of 8 study units. All study units French are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Participation is highly recommended.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Study materials published on Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
FREBSA06_T01	Oral exam – French 6

Exam code: FREBSA06_T01 (Oral exam – French 6)	
Name (modular) exam	Oral exam – French 6
Code (modular) exam	FREBSA06_T01
Assessment criteria	The student shows the ability to understand and produce professional communication in French at CEFR level B1+ about business on the telephone.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	45 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

SPABSA06 - Spanish 6

1. General information	
Long English name of course	Spanish for Business 6: How to use Spanish to explore the external environment
Short English name of course	Spanish 6
Course code	SPABSA06
Degree programme and cluster	IB and CS D-cluster
Teaching period	P2, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Spanish 1, Spanish 2, Spanish 3 and Spanish 4Propaedeutic phase completed
Prior knowledge	Spanish at CEFR level B1.

2. Content and organisation	
Professional task	To communicate (orally and in writing) in Spanish at CEFR level B1+.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	Student produces language products in Spanish at CEFR level B1+ for both general and business communication purposes. The focus of the products lies on how to use Spanish to explore the external environment. The products contain spoken and/or written language. Student learns to use grammar and vocabulary that is needed to successfully deliver the language products. Entry level is B1
Cohesion	This study unit is the sixth in a consecutive row of 8 study units. All study units Spanish are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	All study materials are published on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
SPABSA06_T01	Written Exam (BYOD) - Spanish 6
SPABSA06_T02	Portfolio - Spanish 6

Exam code: SPABSA06_T01 (Written Exam (BYOD)- Spanish 6)	
Name (modular) exam	Written Exam (BYOD)- Spanish 6
Code (modular) exam	SPABSA06_T01

Assessment criteria	The student shows the ability to use quite correct grammar in simple connected text and sentences on CEFR level B1+. The student shows the ability to use high frequency every day and business vocabulary on CEFR level B1+.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: SPABSA06_T02 (Portfolio - Spanish 6)	
Name (modular) exam	Portfolio - Spanish 6
Code (modular) exam	SPABSA06_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR level B1+ and produces simple connected texts, stories or conversations about everyday life or business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

GERBSB06 - German 6

1. General information	
Long English name of course	German for Business 6: Current Business Topics in German
Short English name of course	German 6
Course code	GERBSB06
Degree programme and cluster	IB and CS D-cluster
Teaching period	P2, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	German 1, German 2, German 3 and German 4Propaedeutic phase completed
Prior knowledge	

2. Content and organisation	
Professional task	Communicating in German at CEFR level B1.2 in the specific context of marketing, especially tasks related to trade fair settings.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	The student develops and applies German as additional language orally and in writing on CEFR level B1.2, focusing on current affairs in business in D-A-CH-L. The student trains to comprehension skills to quickly orientate on current affairs and to gain deeper insight into “Landeskunde” as background of the business environment in the target culture(s) and the impact on these “Landeskunde” aspects on shaping ideas, expectations, routines, perceptions etc. of potential business partners from these countries they are going to meet either on their business trip abroad or when hosting a visiting delegation from a potential partner, and identifies and explains similarities and peculiarities upon comparison with his/her native business culture as well as other business cultures he/she has experienced so far. For the nearer future, this course helps the student preparing for a semester in one of the target cultures, either for studying abroad or an internship.
Cohesion	This study unit is the sixth in the row of 8 study units. All study units German are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	At least 80% active participation in classes and continuous identifiably individual contribution in plenary sessions as well as in colloquia is required as input for the final oral assessment that is based on the whole of the educational activities shaped by and tailored to the participants/candidates of the particular group joining this course in a given period of any academic year.
Maximum number of participants	25

Compensation options	No
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Required: Material and links published on Brightspace / MS TEAMS (including materials introduced in previous all previous study units) Hand - Outs distributed during class. Farmache, A.,e.a. (2015). DaF im Unternehmen A1, Kurs - und Übungsbuch(1st edition), Stuttgart, Klett Sprachen, ISBN 9783126764407 Grosser, R., e.a. (2015). DaF im Unternehmen A2, Kurs - und Übungsbuch (1st edition), Stuttgart, Ernst Klett Sprachen, ISBN 9783126764452 Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN 9780521648608. Advised: Hueber Wörterbuch Learner's Dictionary: Deutsch als Fremdsprache / German - English / English - German Deutsch - Englisch / Englisch - Deutsch. Hueber Verlag GmbH. ISBN: 9783191017361 or any newer edition. Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch – Deutsch. ISBN: 978 - 3 - 12 - 517855 – 7 www.tatsachen - ueber - deutschland.de (German and English version!)
Required software / required materials	Audio and video material via the link: www.klett - sprachen.de/daf - im - unternehmen - online Klett Allango App für DaF im Unternehmen A1+ DaF im Unternehmen A2
Extra contributions	N.A.

3. Examination	
GERBSB06_T01	Participation & Portfolio – German 6
GERBSB06_T02	Oral exam - German 6

Exam code: GERBSB06_T01 (Participation & Portfolio – German 6)	
Name (modular) exam	Participation & Portfolio – German 6
Code (modular) exam	GERBSB06_T01
Assessment criteria	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form. A pass for this modular exam holds until this study unit expires.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.

Permitted resources / aids	N.A.
Minimum result	P
Weight factor of modular exam	N.A.
Method of enrolment for exam	Via Osiris
Discussion and review	N.A.
Other info	Portfolio includes participation.

Exam code: GERBSB06_T02 (Oral exam - German 6)	
Name (modular) exam	Oral exam - German 6
Code (modular) exam	GERBSB06_T02
Assessment criteria	Only candidates who – next to fulfilling entry requirements – have passed GERBSB06_T01 Participation & Portfolio qualify for being admitted to this assessment. The candidate shows that he/she is able to communicate orally in the target language and cultural context on CEFR level B1.2, understanding a/v and written input in the target language on current business topics, presenting and discussing also the backgrounds in their target culture's settings taking into account on-time delivery, neatness, depth of contents as well as adequate linguistic skills: vocabulary/idiom, style/register, morpho-syntactical structures ("grammar"), fluency and pronunciation. Condition for assessment: A candidate whose contributions in the target language cannot be understood or/and candidates whose dialogues are monologues is/are not further assessed.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	30 minutes
Permitted resources / aids	No aids allowed, resources as included in the exam assignments
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris Re-sit / catch-up candidates who have passed GERBSB06_T01 Participation & Portfolio in a previous lecture period are to provide their input with the examiner 3 working weeks before the oral assessment again.
Discussion and review	Individual review with examiner; the candidate is to apply for a review one week before the respective exam period's review session at the latest.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

Electives

ELEADQ04 - Elective Advanced Quantitative Research

1. General information	
Long English name of course	Elective Advanced Quantitative Research
Short English name of course	Elective Advanced Quantitative Research
Course code	ELEADQ04
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 13.5 hours Expected self-study time: 56.5 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Learning to analyze datasets using advanced quantitative research methods, and presenting the results in an academic report.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion WW07: Produce management information from various data sources in an international business environment TWM24: Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based, feasible solution CS: Qualification 1: Context & strategy Qualifications 2: Target group & behaviour
General description	During the course students learn various statistical techniques and can apply them to datasets. Students also learn how to design surveys and write a quantitative research report that meets academic standards.
Cohesion	N.A.
Mandatory participation	No
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Various articles made available for free on Brightspace
Required software / required materials	Microsoft Excel
Extra contributions	N.A.

3. Examination	
ELEADQ04_T01	Portfolio - Advanced Quantitative Research

Exam code: ELEADQ04_T01 (Portfolio - Advanced Quantitative Research)	
Name (modular) exam	Portfolio - Advanced Quantitative Research
Code (modular) exam	ELEADQ04_T01
Assessment criteria	- The student can investigate a research problem using comparative statistical analysis (correlation, ANOVA) - The student can investigate a research problem using predictive statistical analysis (multiple regression) - The students can evaluate the quantitative research methods used in a published research report. The student can produce a quantitative research report presenting the findings according to APA standards.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	N.A.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEBLB01 - Elective Blockchain in International Business

1. General information	
Long English name of course	Elective Blockchain in International Business
Short English name of course	Elective Blockchain in International Business
Course code	ELEBLB01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 14 hours Expected self-study time: 56 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Solve a business problem using blockchain related solution(s) in various business activities within an international business environment.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT02: Create innovative ideas in a changing business environment in a systematic fashion. WW07: Produce management information from various data sources in an international business environment. TWM17: Incorporate developments of the digital landscape in a marketing strategy. TWM18: Evaluate financial performance of the organisation from different stakeholders' perspectives. TWM20: Evaluate operations processes within and between organisations. TWM23: Assess the impact of change on the organization. CS: Qualifications 2: Target Group & Behaviour
General description	In this study unit, students will learn to: develop state-of-the-art knowledge about the functionalities of blockchain technology, develop knowledge on how to implement blockchain technology in various business activities in the context of 'international business', and evaluate a blockchain technology solution and determine whether to adapt, adapt partially or not to adapt, based on financial/non - financial cost benefit analysis.
Cohesion	Elective in IB and CS
Mandatory participation	Yes, 80% of the lectures. Mandatory because of group activities in class.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture

Required literature / description of learning material	Compulsory: Articles about Blockchain in business (peer and non - peer reviewed). Lim C.L. & Janse, A (2019), Parts of Basics of Blockchain. Saxion. (e - book, free copy at Brightspace) Recommended: Lewis, A. (2018). The Basics of Bitcoins and Blockchains. Van Haren Publishing. ISBN 9781633538009 Bessems, P. (2018). Blockchain Organizing for Managers (1st ed.). ISBN 9789463678223
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELEBLB01_T01	Report and Oral Exam - Blockchain in Business

Exam code: ELEBLB01_T01 (Report and Oral Exam - Blockchain in Business)	
Name (modular) exam	Report and Oral Exam - Blockchain in Business
Code (modular) exam	ELEBLB01_T01
Assessment criteria	- Knowledge about business perspectives of blockchain technology solutions and implementations; - Being able to make a trade-off between financial and non-financial costs and benefits.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	20 minutes
Permitted resources / aids	A3 report and PPT-slides
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	Oral exam (based on the A3 report, the content of the lectures, and the presentation).

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEBUD01 - Management Game

1. General information	
Long English name of course	Elective Business Decision Making - Management Game
Short English name of course	Elective Business Decision Making
Course code	ELEBUD01
Degree programme and cluster	IB and CS Electives
Teaching period	This elective takes place in week 10 of period 2 and 4 (after the exam weeks)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 24 hours Expected self-study time: 46 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Business Manager, acting as a CEO, CMO, CPO or CFO in an international company
Exit qualifications / Programme Learning Outcomes (PLO)	WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion. WW07: Produce management information from various data sources in an international business environment. TWM18: Evaluate financial performance of the organisation from different stakeholders' perspectives. TWM19: Recommend financing possibilities in a dynamic international environment. TWM21: Manage operations processes within and between organisations. CS: Qualifications 1: Context & Strategy Qualifications 4: Planning & Organisation
General description	This elective aims to be an integration of marketing, finance and distribution decision-making skills, in a simulated management environment. The student must make several business decisions to sustain the profitable growth of the simulated company. Additional team tasks are requested to improve the ability to make suitable professional decisions. The learning environment is the boardroom of the management team.
Cohesion	In year two, students choose their specific field of study. In the BMG they can choose already a specific role that resembles the specific field of study the students might choose. CEO: Marketing & Sales / Organisation & Change CMO: Marketing & Sales CPO: Supply Chain Management CFO: Finance
Mandatory participation	The management game has the character of a practical, this means that presence is obligatory. If, in case of illness or otherwise, sessions are missed, the following rule applies:

	In case two or more management team meetings are missed the practical becomes invalid, the student excluded from participating in the assessment and the mark will be a 1.
Maximum number of participants	32
Compensation options	N.A.
Activities and/or instructional formats	Simulation
Required literature / description of learning material	Game Manual and Game documents on Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELEBUD01_T01	Portfolio - Business Decision Making

Exam code: ELEBUD01_T01 (Portfolio - Business Decision Making)	
Name (modular) exam	Portfolio - Business Decision Making
Code (modular) exam	ELEBUD01_T01
Assessment criteria	The student is able to: - Review and assess decisions made during the game period through insight and research of the financial, logistical and marketing game decision(game - data); - Take financial, logistical and marketing decisions for a random game company; - Manage the process of decision-making in a company; - Formulate and execute marketing objectives; Maintain a critical attitude with respect to taking risks and working systematically, under time pressure.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	Week 10 of period 2 and 4 (after the exam weeks)
Duration exam	90 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	You can request an individual session with your lecturer.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEBRS01 - Elective Brand Strategy and Design

1. General information	
Long English name of course	Elective Brand Strategy and Design
Short English name of course	Elective Brand Strategy and Design
Course code	ELEBRS01
Degree programme and cluster	IB & CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Brand Activation Manager The Brand Activation Manager is responsible for creating and managing creative branding concepts that support the activation of a company's brand. As the 'brand guardian', brand managers maintain brand integrity across all company marketing initiatives and communications, and may manage a portfolio of products.
Exit qualifications / Programme Learning Outcomes (PLO)	WT02: Create innovative ideas in a changing business environment in a systematic fashion. WT03: Analyse patterns in global macro-economic factors and policies that drive international trade and business development. LW10: Formulate one's own position concerning ethical and social responsibility in a professional environment. Mitigate the pitfalls of cultural differences in business and social contexts. LW 11- Mitigate the pitfalls of cultural differences in business and social contexts LOCO 1. Context and Strategy 2. Targetgroup and Behaviour 3. Concept and Creation 4. Persuasion and Support base
General description	Even though international companies aim to communicate the same image of global brands across different cultures, the image and brand identity of those brands may still be perceived differently due to differences in cultural values. Additionally, today's businesses have to deal with corporate responsibility and ethics. Therefore often the question raises if this does affect brands and how can companies can build sustainable brands? Thus, in this course students will conduct a theory-led critical analysis on brand positioning and its challenges in order to be able to create a creative concept that supports a brands ERS (Ethics, responsibility, Sustainability) position.

	Topics: - Brand characteristics - Brand identity - Brand architecture - Competitors and positioning - Brand relevance - Positioning approaches - Intercultural branding - ERS
Cohesion	N.A.
Mandatory participation	Students need to be present at least 5 out of 6 classes because the learning happens in class and there is little opportunity to catch up alone or outside school. In class there will be assignments made as preparation on the poster which they individually hand in.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	All required literature, such as PDF's and PowerPoints, will be provided via Brightspace and MS Teams.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELEBRS01_T01	Presentation– Brand Strategy and Design

Exam code: ELEBRS01_T01 (Presentation– Brand Strategy and Design)	
Name (modular) exam	Presentation– Brand Strategy and Design
Code (modular) exam	ELEBRS01_T01
Assessment criteria	- The students conducts a theory – led brand strategy analysis for a client - The student is able to critically analyze the branding challenges facing organizations and effectively design branding solutions both in a national and international context - The concept supports the clients brand position concerning ethical and social responsibility The student is able to create a product that communicates a universal message which is understandable for all shareholders of the client.
Exam format	Presentation
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEINC01 - Elective International Consumer Behaviour

1. General information	
Long English name of course	Elective International Consumer Behaviour
Short English name of course	Elective International Consumer Behaviour
Course code	ELEINC01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 13.5 hours Expected self-study time: 56.5 hours Total assigned study load: 70 hours
Course entry requirements	Student should at least have obtained 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Consumer Behavior Specialist The Consumer Behavior Specialist is responsible for gathering, identifying and understanding the (unmet) needs and desires of consumers through research in order to help company/brands to stay relevant in an everchanging consumer landscape.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion. WT03: Analyse patterns in global macro-economic factors and policies that drive international trade and business development. TWM15: Develop a well-founded marketing plan to support the creation of value for international customers. TWM17: Incorporate developments of the digital landscape in a marketing strategy. CS: Qualifications 1: Context & Strategy Qualifications 2: Target Group & Behaviour
General description	In the elective International Consumer Behaviour, students will go through various steps of understanding consumers and get hands - on insights gathering experience during a consumer dive into a consumer behaviour trend of their choice. Student will learn the tools to help companies or brands to stay relevant by uncovering opportunities and barriers within the international target consumers' emerging habits, cultures, and practices.
Cohesion	Cohesion with (digital) marketing courses year 1 and 2 IB/CS.
Mandatory participation	Yes, a minimum of 5 out of 6 classes is mandatory. During the courses interaction between lecturers and students will take place for feedback/feedforward. In case of not meeting this requirement, the student must follow the module again.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture

Required literature / description of learning material	All required literature, such as PDF's and PowerPoints, will be provided via Brightspace and/or via MS Teams.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELEINC01_T01	Portfolio - International Consumer Behaviour

Exam code: ELEINC01_T01 (Portfolio - International Consumer Behaviour)	
Name (modular) exam	Portfolio - International Consumer Behaviour
Code (modular) exam	ELEINC01_T01
Assessment criteria	- The student can analyse and address new consumer behaviour challenges. - The student is able to gather, identify and interpret new shifts in consumer behaviour based on literature / consumer insight reports / articles (use sources) and own research results. - The student can reveal an unfiltered view of the underlying mechanism that drive consumers and culture and affects international marketing and branding strategies in the context of international consumer behaviour. - The student can turn an in-depth understanding of consumers into an insightful and visual attractive consumer story that immerses companies/brands in (unmet) and upcoming needs and pains of consumer audiences to show the client why adaptations and innovations are needed to stay ahead of new international market developments. - The student can create a consumer insights report with marketing and branding implications based on in-depth consumer behaviour research.The student understands the critical role that ethics play in modern marketing and branding and consequently applies this in the context of consumer behaviour.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	N.A.
Discussion and review	Via Osiris
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECRB01 - Elective Crossing borders without Crossing Borders

1. General information	
Long English name of course	Elective Crossing borders without Crossing Borders
Short English name of course	Elective Crossing borders without Crossing Borders
Course code	ELECRB01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 21 hours Expected self-study time: 49 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Consultancy: dealing with diversity in the work environment and managing cultural diversity.
Exit qualifications / Programme Learning Outcomes (PLO)	WW06: Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals. LW10: Formulate one's own position concerning ethical and social responsibility in a professional environment. LW11: Mitigate the pitfalls of cultural differences in business and social contexts. LW13: Use appropriate verbal and non-verbal communication in an intercultural setting. LW14: Assess the effect of cultural differences on organisational behaviour and strategic choices. CS: Qualifications 2: Target Group & Behaviour
General description	In this project you will work online on a business case together with students from a HAN partner University. Working on guided tasks with colleagues from a different culture will give you the opportunity to work in online teams and stimulate the development of intercultural awareness needed to act as a global citizen. A consultant who is able to bridge and capitalise on cultural differences can enhance the quality of teams. Your cultural competence (intercultural knowledge, skills, awareness and attitudes) will get a boost if you participate in this project.
Cohesion	N.A.
Mandatory participation	Classes and virtual participation is mandatory. Kick-off is mandatory
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture

Required literature / description of learning material	No compulsory literature. Recommended: Nunez, C., Mahdi, N. R., & Popma, L. (2018). Intercultural Sensitivity: From Denial to Intercultural Competence.
Required software / required materials	WhatsApp/MS Teams
Extra contributions	N.A.

3. Examination	
ELECRB01_T01	Portfolio - Crossing borders without crossing borders

Exam code: ELECRB01_T01 (Portfolio - Crossing borders without crossing borders)	
Name (modular) exam	Portfolio - Crossing borders without crossing borders
Code (modular) exam	ELECRB01_T01
Assessment criteria	- Active participation in the online group sessions is mandatory and is part of the individual assessment of the student (formative); - Students have to accomplish all 5 tasks online in time and handed in for feedback online; - Students recognize what influence culture has on their actions and on actions of others; - Students adjust their behavior if necessary to enhance the quality of work in a cultural diverse team; - Students demonstrate respect to intercultural relationship; - Students demonstrate that they are able to adjust one's verbal communication during the online collaboration in a culturally diverse team; - Students reflect on their behavior and that of others from an intercultural perspective and make adjustments if necessary; The assessment is 50% individual and 50% group work.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group, Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	N.A.
Discussion and review	Via Osiris
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECIE01 - Elective Circular Economy

1. General information	
Long English name of course	Elective Circular Economy
Short English name of course	Elective Circular Economy
Course code	ELECIE01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Sustainability Business Development Officer Providing advice for enhancing 'business process integration' as well as improving company's position through 'responsible performance reporting' using the framework of Circular Economy.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT03: Analyse patterns in global macro-economic factors and policies that drive international trade and business development. LW10: Formulate one's own position concerning ethical and social responsibility in a professional environment. TWM20: Evaluate operations processes within and between organisations. TWM23: Assess the impact of change on the organization. CS: Qualifications 1: Context and Strategy Qualifications 6: Connection and Facilitation
General description	The goal of this elective is to explore methods that the innovation driven - businesses of the 21st century have been using through the Circular Economy framework. With our current linear business models nearly 92% of world's resources are only used once in a single product. The Circular Business Models have enabled businesses in utilizing these unused resources creating, "affordable" quality products, while empowering the Society and at the same time "Regenerating and "Restoring "the natural environment. The particular aims of this module include: 1.Deepening the students' understanding of the current opportunities brought by the Circular and SMART business trends 2. Identifying the leakages under the current linear processes 3. Proposing Circular business processes at the Global, Regional and Local levels using alternative Circular Economy collaboration models.
Cohesion	N.A.
Mandatory participation	100% mandatory participation
Maximum number of participants	28

Compensation options	N.A.
Activities and/or instructional formats	Lecture Self-study
Required literature / description of learning material	Literature and other learning materials will be provided via Brightspace or MS Teams.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECIE01_T01	Written exam (BYOD) - Circular Economy

Exam code: ELECIE01_T01 (Written exam (BYOD) - Circular Economy)	
Name (modular) exam	Written exam (BYOD) - Circular Economy
Code (modular) exam	ELECIE01_T01
Assessment criteria	WT3: Knows the essence of the circular economy. WT3: Understands the impact of sustainability on the business world. TWM23: Understands the role of sustainability in innovation. L10: Can oversee the implications of a future where the circular economy is key. L10: Can formulate his own position concerning circular economy.
Exam format	Written exam
Exam type, if written	BYOD, ANS
Individual / group	Individual
Assessment periods	T1 or T2 or T3 or T4 or T5 (check planning on Brightspace)
Duration exam	120 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEEFA02 - Elective E-Fulfillment

1. General information	
Long English name of course	Elective E-Fulfillment
Short English name of course	Elective E-Fulfillment
Course code	ELEEFA02
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	The student makes individual report, which analyzes the current E - Fulfillment status of a company - in terms of its structure, strategies, and performances in the industry. The report also includes identifying areas for improving the current situation of the assigned company.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion. TWM20: Evaluate operations processes within and between organisations. TWM21: Manage operations processes within and between organisations. TWM24: Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based, feasible solution. CS: Qualifications 1: Context & Strategy Qualifications 6:. Connection & Facilitation
General description	The elective E - Fulfillment provides both theoretical and practical knowledge on the E - fulfillment of omni - channel companies. The 6 weeks classes consist of 4 class lectures, 1 guest lecture, and group workshops. During class lectures, the e - fulfillment background, logistics processes, people, strategies, and technologies in E - fulfillment, including practical examples from various companies, will be discussed. A guest lecturer will be invited to share his/her experiences and insights in relation to E - fulfillment strategies, challenges, and/or practical developments. The group workshop involves assigning individual company to each student (on Week1), and letting them rank the performances of these companies within their assigned group based on E - fulfillment performance indicators (Week 6). The final output for this course is an individual report, which includes answers to questions based on each week's lectures (including guest lecture), on desk and field research, and on the outcome of the group workshops.
Cohesion	Supply chain

	E-commerce Digital marketing
Mandatory participation	Yes, 3 out of 4 classroom lectures must be attended by the student. Class lecture includes groupworks plus the information from the lecture serve as the basis for doing the individual reports. Attendance to the guest lecture (week 5) and workshop (week6) are also mandatory. since these sessions will serve as inputs to individual reports and individual grades. An absence(s) on this session means a failure in the course.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Recommended: Slide lecture materials Reading materials such as reports/articles to be available on Brightspace.
Required software / required materials	Microsoft Word, Powerpoint
Extra contributions	N.A.

3. Examination	
ELEEFA02_T01	Presentation – E-Fulfillment

Exam code: ELEEFA02_T01 (Presentation - E-Fulfillment**))**	
Name (modular) exam	Presentation - E-Fulfillment
Code (modular) exam	ELEEFA02_T01
Assessment criteria	TMW 20/21: Ability to explain and to link omni - channels and E - fulfillment, to show how general supply chain structure in omni - channels look like, and to gain insights on up - to - date developments and challenges in E - fulfillment at a company and industry level TMW 20/21: Ability to describe the current supply chain design, processes, and strategies in the omni - channels of an E - fulfillment company TMW 20/21: Ability to evaluate the performances and ranking in E - fulfillment of different companies in the same industry using supply chain performance indicators WTI: Ability to present sound reasoning on the evaluated performances and ranking in E - fulfillment of companies TMW24: Ability to do proper literature research on current omni - channel and E - fulfillment models and supply chain at company - and industry - levels TMW 24: Ability to collect field data that will validate and extend knowledge on E - fulfillment and to present them in organize and logical ways. Admission to presentation by submitting a sufficient report.
Exam format	Presentation
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%

Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECEX01 - Elective Excel

1. General information	
Long English name of course	Elective Excel
Short English name of course	Elective Excel
Course code	ELECEX01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 13.5 hours Expected self-study time: 56.5 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	The Excel part in Statistics 1 (A-Cluster IB course)

2. Content and organisation	
Professional task	Working with data
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WW07: Produce management information from various data sources in an international business environment CS: Qualifications 2: Target Group & Behaviour
General description	This Elective provides students with Excel skills as required by the professional field for their internships
Cohesion	Excel is the workhorse of data analysis in (almost) all companies. Internship companies expect some proficiency in using this tool.
Mandatory participation	Attendance in class highly advised, but not required
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Compulsory Reader courses offered on Brightspace
Required software / required materials	Microsoft Excel 365 or later, preferably Windows version
Extra contributions	N.A.

3. Examination	
ELECEX01_T01	Written exam (BYOD) - Excel

Exam code: ELECEX01_T01 (Written exam (BYOD) - Excel)	
Name (modular) exam	Written exam (BYOD) - Excel
Code (modular) exam	ELECEX01_T01
Assessment criteria	Students demonstrate the ability to use Excel techniques learned during the course. Students show proof of passing one online course on edX or similar platform.
Exam format	Written exam

Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1 or T2 or T3 or T4 (check planning on Brightspace)
Duration exam	90 minutes
Permitted resources / aids	Yes (Excel)
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	Written exam / practical exam

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECGA01 - Elective Gamification

1. General information	
Long English name of course	Elective Gamification
Short English name of course	Elective Gamification
Course code	ELECGA01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Use design thinking to ideate gamification concepts. Test gamification concepts by prototyping them. Advice management on the utility of the gamification solution.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT02: Create innovative ideas in a changing business environment in a systematic fashion WW07: Produce management information from various data sources in an international business environment TWM17: Incorporate developments of the digital landscape in a marketing strategy CS: Qualifications 1: Context & Strategy Qualifications 3: Concept & Creation Qualifications 6: Connection & Facilitation
General description	Gamification is the application of game elements and game design techniques to real world processes. It enhances these processes by adding the motivational and cognitive effects of play. This course will teach you the mechanisms of gamification, why it has such tremendous potential, and how to use it effectively. In this elective the student learns how to design and develop gamification to help him/her and his/her colleagues to be productive, creative and innovative.
Cohesion	N.A.
Mandatory participation	N.A.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	No compulsory literature.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECGA01_T01	Portfolio - Gamification

Exam code: ELECGA01_T01 (Portfolio - Gamification)	
Name (modular) exam	Portfolio - Gamification
Code (modular) exam	ELECGA01_T01
Assessment criteria	- Apply the Double Diamond method and Design Thinking process to design the gamification for a certain process. (WT2) - Ideate a concept for the gamification of a process and document this ideation. (WT2) - Develop a prototype based on your concept and test this prototype. (TWM17) Write an advice to management on how to use the gamification and what KPI's of the process will be affected.(WW7)
Exam format	Assignment/professional product
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEINS01 - Elective International Sales Contracts

1. General information	
Long English name of course	Elective negotiating and executing international sales contracts
Short English name of course	Elective International Sales Contracts
Course code	ELEINS01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Negotiating and executing an international sales contract
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion WW06: Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals LW12: Display willingness to work with people from other cultures and to work in countries with different cultural backgrounds TWM16: Use appropriate sales techniques in support of durable customer relationships TWM21: Manage operations processes within and between organisations CS: Qualifications 6: Connection & Facilitation
General description	Students gain knowledge of the most important conditions for an international sales contract such as Incoterms 2020, payment conditions, etc. With the knowledge students of different nationalities negotiate an international sales contract by making use of the ICC model sales contract. They also know how to solve problems in the execution of the contract e.g. if the sea carrier loses the container with goods. Is there breach of contract by the seller or not? Which actions does the buyer have against the seller and which against the carrier?
Cohesion	Elective for IB, CS
Mandatory participation	80% of lessons are mandatory to participate because the classes are training for negotiating the international sales contract and for solving problems after the contract is concluded
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture

Required literature / description of learning material	Available online Reader: Conventions
Required software / required materials	N.A.
Extra contributions	NA.

3. Examination	
ELEINS01_T01	Written exam (BYOD) - International sales contract

Exam code: ELEINS01_T01 (Written exam (BYOD) - International sales contract)	
Name (modular) exam	Written exam (BYOD) - International sales contract
Code (modular) exam	ELEINS01_T01
Assessment criteria	- Students show knowledge of conditions in an international sales contract and apply them correctly in different business situations - Students know how to apply Incoterms 2020 and payment conditions correctly - Students know how to apply the CISG and other Conventions in the execution of an international sales situation correctly - Students show awareness of the different families of law in the world. The testing involves a formative test and a summative test. The formative test contains a negotiation assignment. The formative test takes place in international groups of 2. The feedback on the formative testis very helpful for the summative test, the written exam. The student has to do the formative negotiation assignment to be allowed to the written exam.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1 or T2 or T3 or T4 (check planning on Brightspace)
Duration exam	90 minutes
Permitted resources / aids	Reader Conventions
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Standard procedure
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEPOM01 - Elective Portfolio Management

1. General information	
Long English name of course	Elective Portfolio Management
Short English name of course	Elective Portfolio Management
Course code	ELEPOM01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 31.5 hours Expected self-study time: 38.5 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 or CS1
Prior knowledge	

2. Content and organisation	
Professional task	Junior Portfolio Manager
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion WT03: Analyse patterns in global macro-economic factors and policies that drive international trade and business development WW04: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience WW07: Produce management information from various data sources in an international business environment TWM18: Evaluate financial performance of the organisation from different stakeholders' perspectives CS: Qualifications 1: Context and Strategy Qualifications 6: Connection and Facilitation
General description	During this course, students learn to: - How to interpret the relationship between return and risk - Understand knowledge about the structure of financial markets - Understand the Efficient Market Hypothesis - Conduct a technical analysis on a security - Assess the bond prices and yields - Value equity securities and conduct relevant industry analysis - How to make an investment policy statement (IPS) - Calculate the risk and return of a security as well as a portfolio - Construct the investment strategy of a portfolio based on a client's needs - Translate the theory into the practice by applying the StockTrack Investment Game, executing the following tasks - Construct an IPS for the client - Design an investment strategy based on the IPS - Construct a portfolio based on the IPS and the strategy by using the StockTrack Investment Game

	- Write a report explaining the IPS, the strategy, method of selecting securities and the performance of portfolio
Cohesion	N.A.
Mandatory participation	N.A.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Game (necessary): subscribing in the StockTrack Investment Game / Book Recommended, but not necessary: Essentials of Investments by Bodie et al. 12th edition. ISBN 13: 9781265450090.
Required software / required materials	Students need to get registered in the StockTrack Investment Game. Each semester, the link for registration will be provided by the lecturer.
Extra contributions	N.A.

3. Examination	
ELEPOM01_T01	Report - Portfolio management

Exam code: ELEPOM01_T01 (Report - Portfolio management)	
Name (modular) exam	Report - Portfolio management
Code (modular) exam	ELEPOM01_T01
Assessment criteria	The student: TWM18, WW7, WT3: Applies understanding of basic risk management by translating a desired risk and return profile to a recommended stock portfolio structure and targets. Manages the stock portfolio for several weeks WT1: Analyses results and compares to targets set with critical reflection on the outcome. TWM18, WW7, WT1, WT3: Demonstrates his/her ability to write a financial report based on his/her reasoning and performance.
Exam format	Assignment/professional product
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELESUC01 - Elective Supply Chain Finance

1. General information	
Long English name of course	Elective Supply Chain Finance
Short English name of course	Elective Supply Chain Finance
Course code	ELESUC01
Degree programme and cluster	IB and CS
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 14 hours Expected self-study time: 56 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1, and at least have passed the FINANC25. A good knowledge of basics of finance and/or supply chain management is important for this level 3 elective of IB.
Prior knowledge	

2. Content and organisation	
Professional task	In the role of e.g., a junior supply chain manager/business analyst: Analyses supply chain (finance) practices Recommends solutions for improving liquidity, reducing risk and increase added (economic) value.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WW07: Produce management information from various data sources in an international business environment LW09: Respond appropriately to an unfamiliar, or unexpectedly changing, business environment TWM18: Evaluate financial performance of the organisation from different stakeholders' perspectives TWM19: Recommend financing possibilities in a dynamic international environment TWM20: Evaluate operations processes within and between organisations TWM21: Manage operations processes within and between organisations CS: Qualifications 4. Planning & Organisation
General description	This course aims to give insight into the opportunities and challenges of adopting supply chain finance approaches in the end - to - end supply chain. An understanding of aligning physical, information and financial flows is created within the context of global supply chains. Also, the impact of supply chain finance on the financial performance of supply chains is investigated.
Cohesion	With several business modules in the field of Finance and Logistics/Supply Chain management, as well with subjects in the G-

	cluster of Corporate Finance and Supply Chain Management (e.g., Procurement: Kraljic'ss Matrix)). A good knowledge of strategic aspects of marketing (e.g., BCG Matrix) might be useful as well.
Mandatory participation	Yes, 80% of the lectures. Mandatory because of group activities in class.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Templar, S., Hofmann, E., & Findlay, C. (2020b). Financing the End - to - End Supply Chain: A Reference Guide to Supply Chain Finance (2nd ed.). Kogan Page. e - book: ISBN: 9781789663495 paperback: ISBN: 9781789663488 Articles about SCF (peer and non - peer reviewed), URLs will be published on HAN Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELESUC01_T01	Written exam (BYOD) - Supply Chain Finance

Exam code: ELESUC01_T01 (Written exam (BYOD) - Supply Chain Finance)	
Name (modular) exam	Written exam (BYOD) - Supply Chain Finance
Code (modular) exam	ELESUC01_T01
Assessment criteria	- The student can recommend suitable solutions for improving the SC(F) practices of a business, based on SCF metrics and/or SC risk management. - The student can analyze their own learning process using concrete experiences and a reflection model. - The student can calculate SCF metrics based on financial reports using standard formulas. - The student can recommend suitable SCF instruments in order to improve the financial performance of the supply chain. The student can assess current SC(F) practices and select appropriate solutions for improvement of the supply chain.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1 or T2 or T3 or T4 or T5 (check planning on Brightspace)
Duration exam	120 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Standard procedure
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECRY01 - Elective Creating your own Start-up

1. General information	
Long English name of course	Elective Creating your own Start-up
Short English name of course	Elective Creating your own Start-up
Course code	ELECRY01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1.
Prior knowledge	

2. Content and organisation	
Professional task	Entrepreneur – writing a business plan 2.0
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT02: Create innovative ideas in a changing business environment in a systematic fashion WT03: Analyse patterns in global macro-economic factors and policies that drive international trade and business development LW10: Formulate one's own position concerning ethical and social responsibility in a professional environment TWM23: Assess the impact of change on the organisation CS: Qualifications 1: Context & Strategy Qualifications 2: Target Group & Behaviour Qualifications 3: Concept & Creation Qualifications 4: Planning & Organisation Qualifications 5: Persuasion & Commitment Qualifications 6: Connection & Facilitation
General description	In this course, you will learn to develop an idea for a project or your own Start - up. This is done based on your personal drive and talents. You start with testing your own individual entrepreneurial skills. From there on you continue with idea generation, customer orientation, creative thinking, budgeting, pitching and presentation skills. This will be executed in close cooperation with local entrepreneurs of small and medium - sized businesses during Interviews and validation sessions.
Cohesion	N.A.
Mandatory participation	N.A.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	No compulsory literature.

Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECRY01_T01	Portfolio - Creating your own start-up

Exam code: ELECRY01_T01 (Portfolio - Creating your own start-up)	
Name (modular) exam	Portfolio - Creating your own start-up
Code (modular) exam	ELECRY01_T01
Assessment criteria	The student is able to: WT2: Create innovative ideas in a changing business environment in a systematic fashion. Demonstrate the ability to come up with creative ideas that make use of opportunities derived from the external environment. Create their own business idea by combining strategic concepts. WT3: Analyse patterns in global macro-economic factors and policies that drive international trade and business development. Identify and analyse patterns in global macro - economic factors and policies by adapting the canvas model. Demonstrate and sketch an understanding of the international trade environment. L10: Formulate one's own position concerning ethical and social responsibility in a professional environment. Reframe their business idea with the social, creative and cultural context. Their business idea in a professional environment with ethical and social issues. TWM23: Assess the impact of change on the organisation. Assess the sustainable consequences of raising capital to pursue the business idea. Recognize the impact that capital and planning have on the organisation
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	N.A.
Discussion and review	Via Osiris
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECTR06 - Elective Trendwatching

1. General information	
Long English name of course	Elective Trendwatching
Short English name of course	Elective Trendwatching
Course code	ELECTR06
Degree programme and cluster	Communication Studies, International Business Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 13.5 hours Expected self-study time: 56.5 hours Total assigned study load: 70 hours
Course entry requirements	Student should have obtained at least 45 EC in year 1.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT02: Create innovative ideas in a changing business environment in a systematic fashion CS: Qualifications 1: Context & Strategy Qualifications 3: Concept & Creativity
General description	This study unit is about trend research: what goes on in the world outside. What macro trends, meso and micro trends can we detect. How do you look at them and research them. And how will they affect our businesses, profession and personal lives
Cohesion	This elective is broadening the view of students in CS and IB program and uses previously developed skills in critical thinking and awareness to research, understand and raising awareness to the bigger developments in business and the world we live in.
Mandatory participation	Yes, 80% of the lessons are compulsory
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	N.A.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECTR06_T01	Portfolio – Trendwatching

Exam code: ELECTR06_T01 (Portfolio – Trendwatching)	
Name (modular) exam	Portfolio – Trendwatching
Code (modular) exam	ELECTR06_T01

Assessment criteria	- Student applies relevant steps of the scenario planning process correctly - Based on DESK research the student collects and documents evidence for trends - Interview results give added value to the spotted trends - The student creates two scenarios for their trend and presents the innovation potential of the trend Student argues what the trend means for him/her as a young professional and is able to give peer feedback on other students work.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	N.A.
Discussion and review	Via Osiris
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEVAC01 - Elective Value creation from data

1. General information	
Long English name of course	Elective Value creation from data
Short English name of course	Elective Value creation from data
Course code	ELEVAC01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 13.5 hours Expected self-study time: 56.5 hours Total assigned study load: 70 hours
Course entry requirements	Students should have at least obtained 45 EC in the First Year
Prior knowledge	

2. Content and organisation	
Professional task	- Student shows how to gain insight into customer data - Student understands the concept of Data Driven Marketing - Student knows how to measure customer insights - Student shows how to visualise data within Customer Journey touchpoints - Student shows how to connect data (content) to touchpoints in a Customer Journey - Student shows how to translate data into a useful proposition/ process - Student can sell (pitch) an advice to the client
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion WT02: Create innovative ideas in a changing business environment in a systematic fashion WW04: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience TWM17: Incorporate developments of the digital landscape in a marketing strategy CS: Qualifications 1: Context & Strategy Qualifications 2: Target group & Behaviour
General description	Student will learn the potential of big data and get insights about the latest trends & developments by getting customer insights using the big data creation value model (Verhoef) Students use the Customer Journey as a model for analysing where data is generated and can be applied for optimisation of the marketing communication process. Students get insights into the complexity of applying data (big data paradox). Including the the role of the professional related to the HIPPO in a company. Students should get the drive to make an inventory of data available in an organisation.
Cohesion	N.A.

Mandatory participation	Advisory pitch is mandatory. Guest Lecture is mandatory.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Guest lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Reader, which will be an extraction of the book: Verhoef, P.C., Kooge, E., &Walk, N (2016). Creating Value with Big Data Analytics (1st edition). New York: Routledge. ISBN The book itself is not mandatory ISBN9781137959
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELEVAC01_T01	Pitch - Value creation from data

Exam code: ELEVAC01_T01 (Pitch - Value creation from data)	
Name (modular) exam	Pitch - Value creation from data
Code (modular) exam	ELEVAC01_T01
Assessment criteria	Advisory Pitch (presence is mandatory) - Student signals relevant trends and developments (concerning data driven marketing & customer insights) from diverse sources (internal & external) and translates these into a relevant advisory pitch. - Student substantiates which (internal & external) data was used/ wasn't used for the clients Customer Journey (See Do Think Care Give). - Student have applied the data correctly. - Student substantiates (using examples) how the data adds value to the organisation / client. - Student gives a clear advisory presentation appropriate to the case and logically following from the analysis. - Every student in the group shows that he / she is a full discussion partner during the advisory pitch (presentation and content wise).
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	30 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	N.A.
Other info	N.A.

Changes compared to last year	N.A.

Date from which the SU will no longer be offered	N.A.

ELEXCU01 - Elective X-Culture

1. General information	
Long English name of course	Elective Project X-Culture
Short English name of course	Elective X-Culture
Course code	ELEXCU01
Degree programme and cluster	IB and CS Electives
Teaching period	P1,P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 13.5 hours Expected self-study time: 56.5 hours Total assigned study load: 70 hours
Course entry requirements	The student should have obtained at least 45 EC in IB1. Students who followed the elective Crossing Borders without Crossing Borders, cannot follow this elective.
Prior knowledge	N/A

2. Content and organisation	
Professional task	This project teaches students the challenges and best practices of international collaboration, international business consulting, and business development skills.
Exit qualifications / Programme Learning Outcomes (PLO)	**IB:** WW6 - Collaboration Collaborate effectively with different kinds of stakeholders in different cultural, organizational and political landscapes to contribute to achieving agreed goals LW11 – Intercultural Profciency Mitigate the pitfalls (and use the benefit) of cultural differences in business and social contexts LW12 – Intercultural Profciency Display willingness to work with people from other cultures and to work in countries with different cultural backgrounds LW13 – Intercultural Proficiency Use appropriate verbal and non-verbal communication in an intercultural setting TWM 15 – Marketing & Sales Develop a well-founded marketing plan to support the creation of valuefor international customers CS Professional Skills: 3.Collaborating 4.Reflective capabilities 5.Empathic capabilities

General description	During the course students learn various statistical techniques and can apply them to datasets. Students also learn how to design surveys and write a quantitative research report that meets academic standards.
Cohesion	N.A.
Mandatory participation	No
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Various articles made available for free on Brightspace
Required software / required materials	Microsoft Excel
Extra contributions	N.A.

3. Examination	
ELEXCU01_T01	Portfolio - Advanced Quantitative Research

Exam code: ELEXCU01_T01 (Portfolio – X-Culture)	
Name (modular) exam	Portfolio – X-Culture
Code (modular) exam	ELEXCU01_T01
Assessment criteria	WW6 Collaboration: - The student gives and receives feedback in an effective, culturally sensitive way in diverse international teams. - The students knows how to include his/her teammates in team work and stay connected and involved. **LW11-2 – Intercultural Proficiency** - The student recognises cultural differences and similarities in a learning environment other than the Netherlands. LW13-I **– Intercultural Proficiency** - The student recognises how diverse communication styles influence his/her actions and actions of others. TWM-15 - **Marketing & Sales** - The student is able to analyse relevant factors from the macro- meso- and micro environment of an internationally oriented company using the correct theory and models. - The student can formulate the most relevant marketing management strategy in coherence with the analysis results and based on relevant theory and models.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group
Assessment periods	P2, P3, P4
Duration exam	N.A.
Permitted resources / aids	N.A.

Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELESAP01- Elective SAP

1. General information	
Long English name of course	Elective SAP S/4HANA
Short English name of course	Elective SAP
Course code	ELESAP01
Degree program and cluster	IB & CS Electives
Teaching period	P1 or P2 or P3 or P4 (check planning on Brightspace)
Method of enrolment for educational activities	
ECTS credits, study load and contact hours	2.5 ECs, 18 contact hours, 52 self-study hours
Course entry requirements	The student should have obtained at least 45 EC in IB1 and successfully completed DATINM09.
Prior knowledge	DATINM09: data management (data filtering, analysis, visualization, interpretation and recommendation) and relational database use.

2. Content and organization	
Professional task	Junior Data Analyst, Junior ERP operator
Exit qualifications / Program Learning Outcomes (PLO)	WW7: Management of Information as a digital citizen (Produce management information from various data sources in an international business environment). TWM20: Operations & supply chain management (Evaluate operations processes within and between organizations).
General description	This course lays the ground work for understanding how the enterprise software SAP S/4HANA is organized and used to manage business operations. The course is split in a theoretical part and practical part. The theoretical part is about how SAP is organized to support business processes in supply chain and finance. The practical part is about using SAP S/4HANA via the Fiori interface to generate supply chain and finance transactions and to look up data needed for decision making.
Cohesion	Modern business practice involves the extensive use of data. During internships and later in their career, every IB student will be asked to use a company's enterprise software to process business transaction, retrieve and produce information from company data, or base decisions on such information. This course is therefore vital for FIN and SCM students.
Mandatory participation	Attendance is not compulsory but strongly recommended, as important information regarding content, assessment, standards, and deadlines may be shared during class. It is the students' responsibility to stay informed if they miss one or more classes, and lack of attendance will not be accepted as an excuse for missed or misguided deliverables. A minimum rate of progress (according to the timelines specified on Brightspace) in the 4 case sessions is mandatory: progress in the system will be monitored. This prepares students for the working patterns which will be expected from them once they join the professional field in roles that perform ERP activities. As such, regular progress and HW

	completion will be the basis for students being accepted (or not) to the oral exam.
Maximum number of participants	25
Compensation options	N/A
Activities and/or instructional formats	Lecture Practical Class
Required literature / description of learning material	Slide lecture materials, SAP case and exercise instructions.
Required software / required materials	Microsoft Word, PowerPoint. SAP ERP software available from a cloud service via the SAP Fiori launchpad/interface on regular browsers.
Extra contributions	

3. Examination	
ELESAP_T01	**Oral exam - SAP**

Exam code: ELESAP01_T01 Oral Exam - SAP	
Name (modular) exam	Presentation - SAP
Code (modular) exam	**ELESAP01_T01**
Assessment criteria	• Understand the why & how of SCM and FIN processes and how these processes generate and use data. • Identify important company data for SCM and FIN decision making. • Execute basic SCM and FIN transaction in SAP.
Exam format	Oral
Exam type, if written	
Individual / group	Individual
Assessment periods	P1 or P2 or P3 or P4 (check planning on Brightspace)
Duration exam	10-15 minutes
Permitted resources / aids	Laptop; workshop manuals, annotated by the students.
Minimum result	5.5
Weight factor of modular exam	If the homework for all 4 cases made during the period is graded a pass, it will make up 20% of the grade for the total module. If the homework for any of the 4 cases is graded a fail, students will have to answer one extra question in the oral exam. **The 'bonus points' earned by getting a pass for the homework are only valid for the same academic (school) year.**
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer(s)
Other info	

ELECDU07 - Elective Dutch 7

1. General information	
Long English name of course	Elective Dutch for Business 7: Communicating effectively in Dutch business and society
Short English name of course	Elective Dutch 7
Course code	ELECDU07
Degree programme and cluster	IB and CS Electives
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Dutch 1, Dutch 2, Dutch 3, Dutch and Dutch 5
Prior knowledge	

2. Content and organisation	
Professional task	To communicate orally and in writing in Dutch at CEFR level B2.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting CS: Body of Knowledge: 6 - Language
General description	Entry level is B1+. Student understands and produces language products in Dutch at CEFR level B2 for both general and business communication purposes. Student uses grammar and vocabulary that is needed to successfully deliver the language products.
Cohesion	The SU follows on Dutch 6 and precedes Dutch 8. All these courses build on to one another and deal with different aspects of business and general language. The professional language products that are delivered in this SU relate to professional products of the student's degree programme.
Mandatory participation	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Naeff, R. and Te Brake, S. (2019). De juiste toon. Zakelijk Nederlands voor anderstaligen. Coutinho. ISBN: 9789046906637. Beersmans, M., Tersteeg, W. and others (2013). De finale. Voorbereiding op het Staatsexamen NT 2 II. Boom. ISBN: 9789085064985. Other study materials will be provided on Brightspace.

Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECDU07_T01	Portfolio - Dutch

Exam code: ELECDU07_T01 (Portfolio - Dutch)	
Name (modular) exam	Portfolio - Dutch
Code (modular) exam	ELECDU07_T01
Assessment criteria	- The student shows the ability to communicate (orally and/or in written) at CEFR B2 - level and produces connected texts, monologues or conversations about a wide range of topics and business matters. - The student shows the ability to use quite correct grammar in connected speech and texts on level CEFR B2. - The student shows the ability to use general and business vocabulary on level CEFR B2.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECFR13 - Elective French 7

1. General information	
Long English name of course	Elective French 7: French Business Negotiations
Short English name of course	Elective French 7
Course code	ELECFR13
Degree programme and cluster	IB and CS G-cluster
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	French 1, French 2, French 3, French 4 and French 5
Prior knowledge	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
Professional task	To communicate orally and in writing in French at CEFR level B2.
Exit qualifications / Programme Learning Outcomes (PLO)	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
General description	The student understands and produces language products in French at CEFR level B2 for both general and business communication purposes. The products contain French business negotiation situations. Roleplays and case studies prepare the student for negotiating in French. The student will listen and speak actively during the lessons. All of this allows for a practice - based learning process of negotiating in French. Besides this, special focus is put on improving students' pronunciation. Systematic training and exercises on specific sounds allows a more effective communication flow. The student uses grammar and vocabulary (English/French) that is needed to successfully deliver the language products.
Cohesion	This study unit is the seventh in the row of 8 study units. All study units of French are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Participation is highly recommended.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Study materials published on Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECFR13_T01	Business Negotiations - French 7

Exam code: ELECFR13_T01 (Business Negotiations - French 7)	
Name (modular) exam	Business Negotiations - French 7
Code (modular) exam	ELECFR13_T01
Assessment criteria	The student shows the ability to understand and produce professional communication in French at CEFR level B2 in business negotiations. The student pronounces French clearly and naturally (e.g. specific vowels, consonants, liaisons and intonation).
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Pairs
Assessment periods	P1, P3
Duration exam	20 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEGEA01 - Elective German 7

1. General information	
Long English name of course	Elective German 7: Business Research
Short English name of course	Elective German 7
Course code	ELEGEA01
Degree programme and cluster	IB and CS Electives
Teaching period	P1 and P3
2828Osiris**Method of enrolment for educational activities**	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	German 1, German 2, German 3, German 4 and German 5
Prior knowledge	

2. Content and organisation	
Professional task	Communicating in German at CEFR level B2.1 for business purposes focusing on the specific context of business research.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: LW13: Use appropriate verbal and non-verbal communication in an intercultural setting CS: Body of Knowledge 6: Language
General description	The student develops and applies German as additional language orally and in writing on CEFR level B2.1, focusing on business research settings. The student develops insight into the specific vocabulary/idiom, register, and structures of the target language and conditions regarding research in the target culture, develops vocabulary/idiom in this field and applies both, in selected products related to the business research context.
Cohesion	This study unit is the 7th in the row of 8 study units. All study units of German are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language
Mandatory participation	At least 80% active participation in classes and continuous identifiable individual contribution to the project stages including formulating evaluations input for the final colloquium based on the whole of the educational activities.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture.
Required literature / description of learning material	Required: Material and links published on Brightspace / MS TEAMS (including materials introduced in previous all previous study units)

	Hand - Outs distributed during classes. Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.). Cambridge, Cambridge University Press. ISBN 9780521648608 Advised: Hueber Wörterbuch Learner's Dictionary: Deutsch als Fremdsprache / German - English / English - German Deutsch - Englisch / Englisch - Deutsch. Hueber Verlag GmbH. ISBN: 9783191017361 or any newer edition. Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch – Deutsch. ISBN: 978 - 3 - 12 - 517855 - 7. www.tatsachen - ueber - deutschland.de (German and English version).
Required software / required materials	Audio and video material via the link: www.klett - sprachen.de/daf - im - unternehmen - online Klett Allango App für DaF im Unternehmen A1+ DaF im Unternehmen A2
Extra contributions	N.A.

3. Examination	
ELEGEA01_T01	Business Research Colloquium - German 7

Exam code: ELEGEA01_T01 (Business Research Colloquium - German 7)	
Name (modular) exam	Business Research Colloquium - German 7
Code (modular) exam	ELEGEA01_T01
Assessment criteria	The candidate shows that he/she is able to communicate (orally and in writing) in the target language and cultural context on CEFR level B2.1 producing, presenting and evaluating academic texts, graphs, methods, findings and linking these to business models/theories, taking into account on - time delivery, formal aspects, completeness, adequateness and depth of contents, vocabulary/idiom, morpho - syntactical structures ("grammar") and – additionally for oral settings - fluency and pronunciation. Go / No - go Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule. Only candidates who obtained a "go" qualify for being admitted to the colloquium. The "go"/ "no - go" will be indicated in the progress system at the end of the lecture period. The final grade obtained in the colloquium will be entered in the progress system on top of the indicator for "go" of the same period. A candidate obtaining a "no - go" will have to start the study unit from the beginning. A candidate obtaining a "go", but either failing the colloquium or wishing to improve the result, is to hand in the preparatory material with the new examiner by the deadline of exam enrolment for the new assessment opportunity at the latest. Report - based colloquium during exam periods, providing the candidate has obtained a "go" (see above)
Exam format	Portfolio

Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	60 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECSP10 - Elective Spanish 7

1. General information	
Long English name of course	Elective Spanish 7: How to use Spanish in business negotiations
Short English name of course	Elective Spanish 7
Course code	ELECSP10
Degree programme and cluster	IB and CS G-cluster
Teaching period	P1 and P3
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Spanish 1, Spanish 2, Spanish 3, Spanish 4 and Spanish 5
Prior knowledge	Spanish at CEFR level B1+

2. Content and organisation	
Professional task	To communicate (orally and in writing) in Spanish at CEFR level B2.
Exit qualifications / Programme Learning Outcomes (PLO)	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
General description	Student produces language products in Spanish at CEFR level B2 for both general and business communication purposes. The focus of the products lies on how to use Spanish in business negotiations. The products contain spoken and/or written language. Student learns to use grammar and vocabulary that is needed to successfully deliver the language products. Entry level is B1+.
Cohesion	This study unit is the seventh in a consecutive row of 8 study units. All study units of Spanish are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	All study materials are published on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECSP10_T01	Written Exam (BYOD) Spanish 7
ELECSP10_T02	Portfolio - Spanish 7

Exam code: ELECSP10_T01 (Written Exam (BYOD) Spanish 7)	
Name (modular) exam	Written Exam (BYOD) Spanish 7
Code (modular) exam	ELECSP10_T01
Assessment criteria	The student shows the ability to use quite correct grammar in text and sentences on CEFR level B2.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T1, T3, T4
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: ELECSP10_T02 (Portfolio - Spanish 7)	
Name (modular) exam	Portfolio - Spanish 7
Code (modular) exam	ELECSP10_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR level B2 and produces texts, stories or conversations about current issues or business matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group, Individual
Assessment periods	P1, P3
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECDU08 - Elective Dutch 8

1. General information	
Long English name of course	Elective Dutch 8: Communicating effectively in Dutch business and society
Short English name of course	Elective Dutch 8
Course code	ELECDU08
Degree programme and cluster	IB and CS Electives
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Dutch 1, Dutch 2, Dutch 3, Dutch, Dutch 5 and Dutch 6
Prior knowledge	

2. Content and organisation	
Professional task	To communicate orally and in writing in Dutch at CEFR B2+ level.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting CS: Body of Knowledge: 6 - Language
General description	Entry level is B1+. Student understands and produces language products in Dutch at CEFR B2 - level for both general and business communication purposes. Student uses grammar and vocabulary that is needed to successfully deliver the language products.
Cohesion	The SU follows on Dutch 7. All these courses build on to one another and deal with different aspects of business and general language. The professional language products that are delivered in this SU relate to professional products of the student's degree programme.
Mandatory participation	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Naeff, R. and Te Brake, S. (2019). De juiste toon. Zakelijk Nederlands voor anderstaligen. Coutinho. ISBN: 9789046906637. Beersmans, M., Tersteeg, W. and others (2013). De finale. Voorbereiding op het Staatsexamen NT 2 II. Boom. ISBN: 9789085064985. Other study materials will be provided on Brightspace.
Required software / required materials	N.A.

Extra contributions	N.A.

3. Examination	
ELECDU08_T01	Portfolio - Dutch 8

Exam code: ELECDU08_T01 (Portfolio - Dutch 8)	
Name (modular) exam	Portfolio - Dutch 8
Code (modular) exam	ELECDU08_T01
Assessment criteria	The student shows the ability to communicate (orally and in written) at CEFR B2+ - level and produces texts, monologues or conversations about a wide range of topics and business matters. The student shows the ability to use quite correct grammar in connected speech and texts on level CEFR B2+. The student shows the ability to use general and business vocabulary on level CEFR B2+.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	Portfolio includes a written report, presentation and defense

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECFR14 - Elective French 8

1. General information	
Long English name of course	Elective French 8: French Company analysis & consulting
Short English name of course	Elective French 8
Course code	ELECFR14
Degree programme and cluster	IB and CS G-cluster
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	French 1, French 2, French 3, French 4, French 5 and French 6
Prior knowledge	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
Professional task	To communicate orally and in writing in French at CEFR level B2+.
Exit qualifications / Programme Learning Outcomes (PLO)	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
General description	The student understands and produces language products in French at CEFR level B2+ for both general and business communication purposes. The products contain an analysis in French of a company using different analytical tools and models. As a consultant, the student provides advice to the management of the company based on this analysis, answering their questions. The student applies French grammar and uses vocabulary that is needed to successfully complete the tasks.
Cohesion	This study unit is the eighth in the row of 8 study units. All study units of French are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Participation is highly recommended.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Study materials published on Brightspace
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECFR14_T01	Company analysis & consulting - French 8

Exam code: ELECFR14_T01 (Company analysis & consulting - French 8)	
Name (modular) exam	Company analysis & consulting - French 8
Code (modular) exam	ELECFR14_T01
Assessment criteria	- The student shows the ability to understand and produce professional communication in French at CEFR level B2+ in the role of a consultant providing analysis and advice to the management of a French company. - The student uses models and theory, employing these to provide a convincing management presentation in French. - The student exhibits the corresponding level of grammar, syntax, fluency, vocabulary and pronunciation.
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	P2, P4
Duration exam	15 minutes
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELEGEA02 - Elective German 8

1. General information	
Long English name of course	Elective German 8: Current Business Topics in D-A-CH
Short English name of course	Elective German 8
Course code	ELEGEA02
Degree programme and cluster	IB and CS Electives
Teaching period	P2 and P4
28Osiris**Method of enrolment for educational activities**	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	German 1, German 2, German 3, German 4, German 5 and German 6
Prior knowledge	

2. Content and organisation	
Professional task	Communicating in German at CEFR level B2.2 for business purposes focusing on understanding A/V and written texts from D - A - CH media, applying Landeskunde matters and relating the concepts to business - related situations.
Exit qualifications / Programme Learning Outcomes (PLO)	IB: WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting CS: Body of Knowledge 6: Language
General description	The student develops and applies German as additional language orally and in writing on CEFR level B2.2, focusing on current affairs in business in D - A - CH The student develops deeper insight into the business environment in the target cultures, including political and legal backgrounds, and the impact on these Landeskunde aspects on shaping ideas, expectations, routines, perceptions etc. and identifies and explains similarities and peculiarities upon comparison with his/her native business culture as well as business cultures he/she has experienced during his/her E - and F - cluster.
Cohesion	This study unit is the last and highest in the row of 8 study units. All study units of German are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language
Mandatory participation	At least 80% active participation in classes and continuous individual contribution in plenary sessions as well as colloquia is input for the final oral assessment based on the whole of the educational activities tailored to that particular group of participants/candidates is required.
Maximum number of participants	28

Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Required: Material and links published on Brightspace / MS TEAMS (including materials introduced in previous all previous study units) Hand - Outs distributed during classes. Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.). Cambridge, Cambridge University Press. ISBN 9780521648608. Advised: Hueber Wörterbuch Learner's Dictionary: Deutsch als Fremdsprache / German - English / English - German Deutsch - Englisch / Englisch - Deutsch. Hueber Verlag GmbH. ISBN: 9783191017361 or any newer edition. Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch – Deutsch, ISBN: 978 - 3 - 12 - 517855 - 7 www.tatsachen - ueber - deutschland.de (German and English version).
Required software / required materials	Audio and video material via the link: www.klett - sprachen.de/daf - im - unternehmen - online Klett Allango App für DaF im Unternehmen A1+ DaF im Unternehmen A2
Extra contributions	N.A.

3. Examination	
ELEGEA02_T01	Oral exam - German 8

Exam code: ELEGEA02_T01 (Oral exam - German 8)	
Name (modular) exam	Oral exam - German 8
Code (modular) exam	ELEGEA01_T01
Assessment criteria	The candidate shows that he/she is able to communicate (orally and/or in writing) in the target language and cultural context on CEFR level B2.2 understanding A/V and written texts in the target language on current business topics, presenting and discussing also the background in their target culture's settings taking into account on - time delivery, adequateness and depth of contents, vocabulary/idiom, morpho - syntactical structures ("grammar") as well as fluency and pronunciation. Go / No - go Participation in and contribution to at least 80% of the plenary and colloquia sessions throughout the lecture period as specified in the Weekly Schedule. Only candidates who obtained a "go" qualify for being admitted to the oral assessment. The "go"/ "no - go" will be indicated in the progress system at the end of the lecture period. Candidates who have enrolled for the assessment, but obtain a "no - go" are strongly advised to DIS - enrol themselves for that assessment in order not to loose one of their annual enrolment options!

	The final grade obtained in the oral will be entered in the progress system on top of the indicator for “go” of the same period. A candidate obtaining a “no - go” will have to start the study unit from the beginning. A candidate obtaining a “go”, but either failing the oral or wishing to improve the result, is to hand in the preparatory material with the new examiner by the deadline of exam enrolment for the new assessment opportunity at the latest. Oral exam during exam periods: Summaries/discussions/evaluations based on input of all participants during classes, providing the candidate has obtained a “go” (see above).
Exam format	Oral exam
Exam type, if written	N.A.
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	30 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.

ELECSP11 - Elective Spanish 8

1. General information	
Long English name of course	Elective Spanish 8: How to use Spanish in business research
Short English name of course	Elective Spanish 8
Course code	ELECSP11
Degree programme and cluster	IB and CS G-cluster
Teaching period	P2 and P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 2.5 EC Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
Course entry requirements	Spanish 1, Spanish 2, Spanish 3, Spanish 4, Spanish 5 and Spanish 6
Prior knowledge	Spanish at CEFR level B2

2. Content and organisation	
Professional task	To communicate (orally and in writing) in Spanish at CEFR level B2+.
Exit qualifications / Programme Learning Outcomes (PLO)	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
General description	Student produces language products in Spanish at CEFR level B2+ for both general and business communication purposes. The focus of the products lies on how to use Spanish in business research. The products contain spoken and/or written language. Student learns to use grammar and vocabulary that is needed to successfully deliver the language products. Entry level is B2.
Cohesion	This study unit is the eighth and final in a consecutive row of 8 study units. All study units of Spanish are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
Mandatory participation	Mandatory participation: continuous language assignments in class and participation are part of the portfolio assessment.
Maximum number of participants	28
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	All study materials are published on Brightspace.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ELECSP11_T01	Written exam - Spanish 8
ELECSP11_T02	Portfolio - Spanish 8

Exam code: ELECSP11_T01 (Written exam - Spanish 8)	
Name (modular) exam	Written exam - Spanish 8
Code (modular) exam	ELECSP11_T01
Assessment criteria	The student shows the ability to use quite correct grammar in text and sentences on CEFR level B2+.
Exam format	Written exam
Exam type, if written	ANS, BYOD
Individual / group	Individual
Assessment periods	T2, T4, T5
Duration exam	90 minutes
Permitted resources / aids	None
Minimum result	5.5
Weight factor of modular exam	40%
Method of enrolment for exam	Via Osiris
Discussion and review	Individual review with invigilator; you can request an individual session with your lecturer.
Other info	N.A.

Exam code: EL ECSP11_T02 (Portfolio - Spanish 8)	
Name (modular) exam	Portfolio - Spanish 8
Code (modular) exam	ELECSP11_T02
Assessment criteria	The student shows the ability to communicate (orally and/or in written) at CEFR level B2 and produces texts, stories, presentations or conversations about current issues or business research matters.
Exam format	Portfolio
Exam type, if written	N.A.
Individual / group	Group, Individual
Assessment periods	P2, T2, P4, T4
Duration exam	N.A.
Permitted resources / aids	N.A.
Minimum result	5.5
Weight factor of modular exam	60%
Method of enrolment for exam	Via Osiris
Discussion and review	Via lecturer
Other info	N.A.

Changes compared to last year	N.A.
Date from which the SU will no longer be offered	N.A.