

# Description of the education (study units)

## Communication

**2023-2024**

EXCHANGE STUDENTS: SEE HIGHLIGHTED SECTIONS ONLY!

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

*Version July 2023*

# Communication Studies – study units 2023-2024

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## 9.0 Curriculum overview

The most recent overviews include Osiris codes. The other overviews show the old codes. For the new codes, please refer to the was-worst list on Insite.

### 1. Structure of propaedeutic phase

**Programme for student cohorts that start the propaedeutic phase as of February 2024 and thereafter.**

	A-cluster (30EC)	
Level 1	<a href="#">MARCOB01 – Marketing Communication and Branding</a> 5 EC	<a href="#">DIGIMA05 – Digital Marketing</a> 5 EC
	<a href="#">PERSCO01 – Persuasive communication</a> 5 EC	<a href="#">RESECO03 – Research in communication 1</a> 5 EC
	<a href="#">INTBUC02 – Introction to business communication</a> 2.5 cr	
	<a href="#">PROSOD01 – Problem solving and decision making</a> 2.5 EC	
	<a href="#">INTEAW06 – Intercultural Awareness</a> 2.5 EC	
	<a href="#">LIFSKA01 – Life Skills Coaching</a> 2.5 EC	

**Programme for student cohorts that start the propaedeutic phase in February 2023 and September 2023.**

	A-cluster (30 EC)		B- cluster (30 EC)	
Level 1	<a href="#">MARCOB01 – Marketing Communication and Branding</a> 5 EC	<a href="#">DIGIMA05 – Digital Marketing</a> 5 EC	<a href="#">CREACO17 – Creating Content</a> 5 EC	<a href="#">RESECO01 – Research in Communication 2</a> 5 EC
	<a href="#">PERSCO01 – Persuasive communication</a> 5 EC	<a href="#">RESECO03 – Research in communication 1</a> 5 EC	<a href="#">ESSOFA01 – Essentials of an Organization</a> 5 EC	<a href="#">INPURE04 – Introduction to Public Relations</a> 5 EC
	<a href="#">ENGLIS25 - English</a> 2.5 EC		<a href="#">BUSICB51 – Business Communication</a> 2,5 EC	
	<a href="#">PROSOD01 – Problem solving and decision making</a> 2.5 EC		<a href="#">2<sup>nd</sup> language (Dutch or French or German or Spanish)</a> 5 EC	
	<a href="#">INTEAW06 – Intercultural Awareness</a> 2.5 EC			
	<a href="#">LIFSKA01 – Life Skills Coaching</a> 2.5 EC		<a href="#">LFSKB01 – Life Skills Coaching</a> 2,5 EC	

**Programme for student cohorts that start the propaedeutic phase in September 2019 up to and including September 2022.**

	A-cluster (30EC)		B- cluster (30 EC)	
Level 1	<a href="#">MARCOB01</a> – Marketing Communication and Branding 5 EC	<a href="#">DIGIMA05</a> – Digital Marketing 5 EC	<a href="#">CREACO17</a> – Creating Content 5 EC	<a href="#">RESECO01</a> – Research in Communication 2 5 EC
	<a href="#">PERSCO01</a> – Persuasive communication 5 EC	<a href="#">RESECO03</a> – Research in communication 1 5 EC	<a href="#">ESSOFA01</a> – Essentials of an Organization 5 EC	<a href="#">INPURE04</a> – Introduction to Public Relations 5 EC
	APPD – Personal & Professional Development 2.5 EC		BPPD – Personal and Professional Development 2,5 EC	
	<a href="#">ENGLIS25</a> - English 2.5 EC		<a href="#">BUSICB51</a> – Business Communication 2,5 EC	
	<a href="#">PROSOD01</a> – Problem solving and decision making 2.5 EC		<a href="#">2<sup>nd</sup> language (DUTBSA01/DUTBSA02 (Dutch) or GERBSA01/GERBSA02 (German) or SPABSA01/SPABSA02 (Spanish) or FREBSA01/FREBSA02 (French))</a> 5 credits	
	<a href="#">INTEAW06</a> – Intercultural Awareness 2.5 EC			

**Programme for students that started the propaedeutic phase in September 2018 or February 2019.**

	A-cluster (30EC)		B- cluster (30 EC)	
Level 1	APPD - Personal & Professional development 2.5 EC	<a href="#">AIA - Intercultural Awareness</a> 2.5 EC	BPPD - Personal & Professional Development 2,5 EC	BCR - Creativity & Critical Thinking 2,5 EC
	<a href="#">AEN - English</a> 2.5 EC	ACC - Culture & Communication 1 (Choice between Dutch, French, German, Spanish) 2.5 EC	<a href="#">BEN - Business Communication</a> 2,5 EC	BCC - Culture & Communication 2 (Choice between Dutch, French, German, Spanish) 2,5 EC
	<a href="#">ABR - Marketing Communication and Branding</a> 5 EC		<a href="#">BCO – Creating Content</a> 5 EC	
	<a href="#">ADE - Digital Marketing</a> 5 EC		<a href="#">BRC – Research in Communication</a> 5 EC	
	<a href="#">APC – Persuasive Communication</a> 5 EC		<a href="#">BES – Essentials of an Organization</a> 5 EC	
	<a href="#">ARC – Research in Communication</a> 5 EC		<a href="#">BIPR - Introduction to Public Relations</a> 5 EC	

## 2. Structure of post-propaedeutic phase

**Programme year 2 for student cohorts that started the post-propaedeutic phase in February 2024 or later.**

Full-time		
Year 2	C-cluster <i>Business and communication</i>	
Level 2	<u>MEDIPR06 (CMP) – Media Production</u> 7,5 EC	<u>COMINM02 (CCM) – Communication in International Marketing</u> 5 EC
	LIFSKC02 – Life Skills Coaching 3 5 EC	
	<u>BUSICB04 (CBUC2) – Business Communication 2</u> 2,5 EC	<u>BUSICB05 (CBUC3) – Business Communication 3</u> 2,5 EC
	ECC3 – Second language* (German or French or Spanish or Dutch) 2,5 EC	ECC4 – Second language* (German or French or Spanish or Dutch) 2,5 EC
	Elective**	Elective**

**Programme year 2 for student cohorts that started the post-propaedeutic phase in September 2023.**

Full-time				EC
Year 2	C-cluster <i>Business and communication</i>		D-Cluster <i>People and communication</i>	60
Level 2	<u>MEDIPR06 (CMP) – Media Production</u> 7,5 EC	<u>COMINM02 (CCM) – Communication in International Marketing</u> 5 EC	<u>RESCUJ03 (DRC) – Research Customer Journey</u> 5 EC	<u>CORCOA01 (DCO) – Corporate communication in an organizational change</u> 5 EC
	<u>PERPRD02 (CPP) – Personal and Professional Development</u> 5 EC		DPP – Company visit Integrated Test 2,5 EC	
	<u>BUSICB04 (CBUC2) – Business Communication 2</u> 2,5 EC	<u>BUSICB05 (CBUC3) – Business Communication 3</u> 2,5 EC	<u>BUSICB06 (DBUC4) – Business Communication 4</u> 2,5 EC	<u>BUSICB07 (DBUC5) – Business Communication 5</u> 2,5 EC
	ECC3 – Second language* (German or French or Spanish or Dutch) 2,5 EC	ECC4 – Second language* (German or French or Spanish or Dutch) 2,5 EC	ECC5 – Second language* (German or French or Spanish or Dutch) 2,5 EC	ECC6 – Second language* (German or French or Spanish or Dutch) 2,5 EC
	Elective**	Elective**	Elective**	Elective**



**Programme year 2 for student cohorts that started the post-propaedeutic phase in September 2019 up and to including February 2023.**

Full-time			EC
Year 2	C-cluster <i>Business and communication</i>	D-Cluster <i>People and communication</i>	60
	<u>CMP – Media Production</u> 7,5 EC	<u>DRC – Research Customer Journey</u> 7,5 EC	
	<u>CBUC2 – Business Communication 2</u> 2,5 EC	<u>DBUC4 – Business Communication 4</u> 2,5 EC	
	<u>CCM – Communication in International Marketing</u> 7,5 EC	<u>DCO – Corporate communication in an organizational change</u> 7,5 EC	
	<u>CBUC3 – Business Communication 3</u> 2,5 EC	<u>DBUC5 – Business Communication 5</u> 2,5 EC	
	<u>CPP – Personal and Professional Development</u> 5 EC	<u>DPD – Company visit Integrated Test</u> 2,5 EC	
	<u>Second language* - ECC3 (German or French or Spanish or Dutch)</u> 2,5 EC	Elective** 2,5 EC	
	<u>Second language* ECC4 (German or French or Spanish or Dutch)</u> 2,5 EC	Elective** 2,5 EC –	
		Elective** 2,5 EC	

\* In CS main phase, the second language is obligatory (min. 5 EC). Students who will start their A-cluster in September 2022 or later will follow at least 10 EC of the second language in their main phase, i.e. they will follow the second language until level 6 at least.

\*\* CS students can choose from the list of electives CS or IB (see overview below)

## Overview of Electives

Elective group Professional Skills	Elective Group Trends in Business	Broaden your horizon
Dutch for Business 3: Internship in the Netherlands	Gamification (EGM)	Portfolio Management (EPM)
Dutch for Business 4: Job interview: cover letter & CV	International Consumer Behaviour (ECB)	Creating your own Start-up (ESU)
French for Business 3: Business Meeting	Circular Economy (ECE)	E-fulfillment (EEF)
French for Business 4: Online Communication	Blockchain in International Business (EBC)	Trendwatching (ETR)
Spanish for Business 3: To find a job	Supply Chain Finance (ESC)	International Sales Contracts (EIS)
Spanish for Business 4: To enter the market	Brand, Strategy and Design (EBS)	
German for Business 3: Companies, Products, Markets.		
German for Business 4: Professional contacts		
Dutch for Business 5: Telephoning and Business Presentations		
Dutch for Business 6: Business Meetings and Negotiations		
Dutch for Business 7: Communicating effectively in Dutch business and society		
Dutch for Business 8: Communicating effectively in Dutch business and society		
French for Business 5: Job Application and Business Culture		

French for Business 6: Telephone  
French

French for Business 7: French  
Business Negotiations

French for Business 8: French  
Company analysis & consulting

Spanish for Business 5: Online  
Communication

Spanish for Business 6: The External  
Environment

Spanish for Business 7: How to use  
Spanish in business negotiations

Spanish for Business 8: How to use  
Spanish in business research

German for Business 5B: The Working  
World & Job Application

German for Business 6B: Marketing  
Special: Trade Fairs

German for Business 7: Business  
Research

German for Business 8: Current  
Business Topics in D-A-CH

Get Hired! (ECD)

Excel (EEXC)

Business Decision Making (EBDM)

Crossing Borders without crossing  
borders (ECBW)

Value creation from data (from EVC)

Advanced Quantitative Methods  
(EAQT)

Consulting and Coaching (ECAC)

### Programme year 3

Year 3	E-cluster Level 2 or 3	F-cluster Level 2	60
	Minor 30 EC	<a href="#">FTI – Third year Internship</a> 30 EC	

### Programme year 4 for students who started their 4<sup>th</sup> year as of February 2022

For students who start their 4 <sup>th</sup> year as of February 2022			
Year 4	G Cluster level 3	H Cluster level 3	60
	<a href="#">GCS – Capita Selecta</a> 5 EC	<a href="#">HGI – Graduation Internship</a> 30 EC	
	<a href="#">GMC Integrated Marketing Communication</a> 5 EC		
	<a href="#">GGT – Global Trends in Internal Communication</a> 5 EC		
	<a href="#">GPU – Public Relations</a> 5 EC		
	<a href="#">GPRC – Professional Development and Research</a> 10 EC		

### Programme year 4 for student cohorts that started their 4<sup>th</sup> year before February 2022 and as of September 2019

Year 4	G Cluster level 3	H Cluster level 3	60
	GPM1-PIC - Project Integrated Communication 5 EC	<a href="#">HGA - Graduation assignment</a> 30 EC	
	GPM2-TRP - The Research Proposal 2,5 EC		
	GPM3-VCO - Content Based Visual Communication 2,5 EC		
	GPM4-CRE - Creative Execution 2,5 EC		
	GPM5-CCA - Campaign Calculation and Planning 2,5 EC		
	GTM1-TGB - Trends in Global Business 2,5 EC		
	GTM2-PEL - Personal Leadership 5 EC		
	GTM3-ONL - Online Management 2,5 EC		
	GTM4-CMS - Converged Media Strategy 2,5 EC		
	GTM5-PRM - Public Relations 2,5 EC		

**Programme year 2, 3, 4 for student cohorts that started the post-propaedeutic phase before September 2019**

Full-time			EC	
<b>Year 2</b>	<b>C-cluster Level 2</b>		<b>D-cluster Level 2</b>	<b>60</b>
	CMX - Media production 15 EC		DPL - Communication pillars 15 EC	
	CQR - Qualitative Research 7.5 EC		DCM - Integrated Communication game 7.5 EC	
	CCB, CCD, CCG, CCF, CCS – International Communication & Culture I 7.5 EC		DCB, DCD, DCG, DCF, DCS - International Communication & Culture II – old 7.5 EC or DCB, DCD, DCG, DCF, DCS - International Communication & Culture II – new 7.5 EC	
<b>Year 3</b>	<b>E-cluster Level 2 or 3</b>		<b>F-cluster Level 2</b>	<b>60</b>
	Study Abroad / Minor <b>30 credits</b>		FPA - Placement 30 EC	
<b>Year 4</b>	<b>G Cluster level 3</b>		<b>H Cluster level 3</b>	<b>60</b>
	GPR - Representing the professional 15 EC	Or	<b>HGA - Graduation assignment</b> <b>30 EC</b>	
			GPM1-PIC Project Integrated Communication <b>5 EC</b>	
			GPM2-TPR The Proposal <b>2,5 EC</b>	
			GPM3-VCO Visual Communication <b>2,5 EC</b>	
			GPM4-CRE Creative Execution <b>2,5 EC</b>	
			CPM5-CCA Campaign Calculation and Planning <b>2,5 EC</b>	
	Integrated Communication (GIC) 15 EC		GTM1-TGB Trends in Global Business <b>2,5 EC</b>	
			GTM2- PEL Personal Leadership <b>5 EC</b>	
		GTM3-ONL Online Management <b>2,5 EC</b>		
		GTM4-CMS Converged Media <b>2,5 EC</b>		

		GTM5-PRM Public Relations <b>2,5 EC</b>	
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**Programme year 2, 3, 4 for the student cohorts that started the post-propaedeutic phase in September 2014 or earlier. These study units are no longer offered.**

Full time			Credits
Year 2	C-cluster Level 2	D-cluster Level 2	60
	CMC - Marketing Communication 15 EC	DRE - Research 15 EC	
	CDI - Direct Marketing via Internet 7.5 EC	DPR - Public relations 7.5 EC	
	CCB, CCD, CCG, CCF, CCS – International Communication & Culture I 7.5 EC	DCB, DCD, DCG, DCF, DCS - International Communication & Culture II 7.5 EC	
Year 3	E-cluster Level 2 or 3	F-cluster Level 2	60
	<b><u>Study Abroad / Minor</u></b> <b>30 credits</b>	FPA - <b><u>Placement</u></b> <b>30 credits</b>	
Year 4	G-cluster Level 3	H-cluster Level 3	60
	GIC - Integrated Communication 15 credits	HGA- <b><u>Graduation assignment</u></b> <b>30 credits</b>	
	GPR - Representing the professional 15 credits		

## 9.1 Propaedeutic phase

### A-cluster

#### MARCOB01 (ABR) - Marketing Communication and Branding

1. General information	
Long English name of course	Marketing Communication and Branding
Short English name of course	Marketing Communication and Branding
Course code	MARCOB01
Degree programme and cluster	Communication Studies A-cluster
Teaching period	P1, P2, P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 21 hours Expected self-study time: 119 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 2: Target group & behaviour Qualifications 3: Concept & creation
General description	<p>Learning outcome: "I can recognize and describe what a brand is, how to use appropriate theory in order to deconstruct the components of a brand and can visualize the nature of the brand. I can describe the content of an integrated marketing communication plan and describe the integrated marketing communication instruments and how they are used by international organizations."</p> <p>Content: The student knows what the basic elements in an integrated marketing communications plan are and is able to create one for an international brand. Based on that plan he/she creates a storyboard for a commercial (brand content). Case study in this course will be the Giant Bicycles. Almost 90% of students in this course are non - Dutch students, for them it is their first opportunity to meet the Dutch cycling culture.</p> <p>Topics: - Brand Analysis: - Brand identity/image, Audiences, Competition - Brand Activation: Integrated Marketing</p> <p>Communications: - Advertising and Media tools - Content creation/design - How to write a plan</p>

	<ul style="list-style-type: none"> <li>- Brand design:</li> <li>- Design skills</li> <li>- Design thinking</li> </ul>
<b>Cohesion</b>	PERSCO and DIGIMA
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Clow, K., & Baack, D. (2022). Integrated Advertising, Promotion, and Marketing Communications, Global Edition (9th edition). Pearson Education Limited. ISBN: 9781292411217 8th edition will also do.
<b>Required software / required materials</b>	Photoshop / InDesign are on ISB computers.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>MARCOB01 _T01</b>	Written Exam (BYOD) - Marketing Communication & Branding
<b>MARCOB01 _T02</b>	Pitch - Marketing Communication & Branding

#### Exam code: MARCOB01 \_T01 (Written Exam (BYOD) - Marketing Communication & Branding)

<b>Name (modular) exam</b>	Written Exam (BYOD) - Marketing Communication & Branding
<b>Code (modular) exam</b>	MARCOB01 _T01
<b>Assessment criteria</b>	<p>The student</p> <ul style="list-style-type: none"> <li>- Correctly recognizes marcom concepts and terminology;</li> <li>- Correctly recognizes brand concepts and terminology;</li> <li>- Correctly recognizes advertising and promotion characteristics;</li> <li>- Coherently recognizes the relationship between branding, marcom predispositions on goals, target audience and competitors and used marcom tools for brand activation;</li> <li>- Coherently translates this into branded content for a commercial by creating a storyboard (and/or mood board) for a commercial.</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	70%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Review according to standard review procedures
<b>Other info</b>	N.A.

#### Exam code: MARCOB01 \_T02 (Pitch - Marketing Communication & Branding)

<b>Name (modular) exam</b>	Pitch - Marketing Communication & Branding
<b>Code (modular) exam</b>	MARCOB01 _T02
<b>Assessment criteria</b>	<p>The student</p> <ul style="list-style-type: none"> <li>- Correctly recognizes marcom concepts and terminology;</li> <li>- Correctly recognizes brand concepts and terminology;</li> </ul>

	<ul style="list-style-type: none"> <li>- Correctly recognizes advertising and promotion characteristics;</li> <li>- Coherently recognizes the relationship between branding, marcom predispositions on goals, target audience and competitors and used marcom tools for brand activation;</li> <li>- Coherently translates this into branded content for a commercial by creating a storyboard (and/or mood board) for a commercial;</li> </ul> <p>Oral pitch about storyboard (presentation)</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	15 minutes
<b>Permitted resources / aids</b>	Presentation tools
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	30%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With supervisor
<b>Other info</b>	

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



## DIGIMA05 (ADE) - Digital Marketing

1. General information	
Long English name of course	Digital Marketing
Short English name of course	Digital Marketing
Course code	DIGIMA05
Degree programme and cluster	CS A-cluster
Teaching period	P1, P2, P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 18 hours Expected self-study time: 122 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 2: Target group & behaviour Qualifications 3: Concept & creation
General description	Students will learn the basic concepts and tools of digital marketing. After attending this module, they will be able to: 1. Define and recognize key terms in digital marketing. The following topics will be introduced during the lectures and the textbook, and will be tested in a multiple - choice exam at the end of the module: Online marketing, advertising, media monitoring, big data and data mining, gamification, search engine optimization and marketing, usability, and web analytics.  2. Apply basic digital marketing tools to create content. These tools will be introduced during the workshops and the students will apply them to create a portfolio.
Cohesion	MARCOB and PERSCO
Mandatory participation	N.A.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Workshop
Required literature / description of learning material	Visser, M., Sikkenga, B., & Berry, M. (2021). Digital Marketing Fundamentals (Second Edition). Noordhoff Uitgevers ISBN/EAN 9789001749842  Robson, K., Plangger, K., Kietzmann, J. H., McCarthy, I., & Pitt, L. (2015). Is it all a game? Understanding the principles of gamification. Business Horizons, 58(4), 411 - 420
Required software / required materials	
Extra contributions	N.A.

<b>3. Examination</b>	
<b>DIGIMA05_T01</b>	Written Exam (BYOD) - Digital Marketing
<b>DIGIMA05_T02</b>	Portfolio - Digital Marketing

<b>Exam code: DIGIMA05_T01 (Written Exam (BYOD) - Digital Marketing)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Digital Marketing
<b>Code (modular) exam</b>	DIGIMA05_T01
<b>Assessment criteria</b>	Digital Marketing multiple choice exam, based on the textbook and lectures. Topics: - Online marketing; - Advertising; - Media monitoring; - Big data/ data mining; - Gamification; - Search Engine Marketing (SEO/SEA); - Usability; - Analytics/Metrics.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T2, T3, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	30%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	Written Exam / Multiple Choice.

<b>Exam code: DIGIMA05_T02 (Portfolio - Digital Marketing)</b>	
<b>Name (modular) exam</b>	Portfolio - Digital Marketing
<b>Code (modular) exam</b>	DIGIMA05_T02
<b>Assessment criteria</b>	The Digital Marketing Portfolio will be assessed for: - Application of social media monitoring/analytics/research tools; - Creation of content - appropriate digital marketing content (SEO proof text and self - made visuals).
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	70%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The description has been updated for accuracy Portfolio now individual.
<b>Date from which the SU will no longer be offered</b>	N.A.

## ENGLIS25 (AEN) – English

Students who started the propaedeutic phase in September 2023 or before

1. General information	
Long English name of course	English
Short English name of course	English
Course code	ENGLIS25
Degree programme and cluster	IB and CS A-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: 21 hours Expected self-study time: 49 hours Total assigned study load: 70 hours
Course entry requirements	N.A.
Prior knowledge	

2. Content and organization	
Professional task	N.A.
Exit qualifications / Programme Learning Outcomes (PLO)	Qualifications 6: Languages
General description	In this semester module students work on improving their grammar. Next to this they receive formative feedback on their speaking skills by participating in role - plays. The formative feedback is to be applied in a video tutorial the students will record to assess their speaking/presentation skills summatively.
Cohesion	This module supports the performance of students in reporting English 1 and 2 both in writing and in presenting.
Mandatory participation	N.A.
Maximum number of participants	N.A.
Compensation options	The weighted average of the two written exams needs to be a 5.5
Activities and/or instructional formats	Seminar / Tutorial / Working lecture
Required literature / description of learning material	Reader 7607 English 1 and 2
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
ENGLIS25_T01	Written Exam (BYOD) - English 1
ENGLIS25_T02	Written Exam (BYOD) - English 2
ENGLIS25_T03	Video tutorial - English 2

Exam code: ENGLIS25_T01 (Written Exam (BYOD) - English 1)	
Name (modular) exam	Written Exam (BYOD) - English 1
Code (modular) exam	ENGLIS25_T01
Assessment criteria	The students can correctly use the English verb forms

<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	See compensation options
<b>Weight factor of modular exam</b>	45%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Standard procedure
<b>Other info</b>	N.A.

<b>Exam code: ENGLIS25_T02 (Written Exam (BYOD) - English 2)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - English 2
<b>Code (modular) exam</b>	ENGLIS25_T02
<b>Assessment criteria</b>	AEN ENG2A.1: the student can apply all the grammar rules needed to produce proper sentences in professional English.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	See compensation options
<b>Weight factor of modular exam</b>	25%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Standard procedure
<b>Other info</b>	N.A.

<b>Exam code: ENGLIS25_T03 (Video tutorial - English 2)</b>	
<b>Name (modular) exam</b>	Video tutorial - English 2
<b>Code (modular) exam</b>	ENGLIS25_T03
<b>Assessment criteria</b>	The student can explain a business concept to their fellow students in a video tutorial, making use of spoken language/ spontaneous speech and relevant visual aids.
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	All resources permitted. Students can write the script from home.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	30%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	<b>Written Exam (BYOD) - English 2:</b> Test duration now 60 minutes instead of 90 minutes
<b>Date from which the SU will no longer be offered</b>	February 2024 – This course will be replaced by INTBUC02

## INTBUC02 - Introduction to Business Communication

Students who started the propaedeutic phase in February 2024 or later

1. General information	
Long English name of course	Introduction to Business Communication
Short English name of course	Introduction to Business Communication
Course code	INTBUC02
Degree programme and cluster	IB and CS A-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: 21 hours Expected self-study time: 49 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	In this semester module students work on improving their grammar knowledge by enhancing their presentation and business writing skills. In P1/P3, students will be part of workshops that focus on learning and performing different presentation modalities while extra attention to grammar is given in class. Next to this, they receive formative feedback on their speaking skills. In P2/P4, students will be exposed to and (re)produce different business writing texts while extra attention to grammar is given in class.
Cohesion	This module supports the performance of students in writing and in presenting.
Mandatory participation	N.A.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Presentation
Required literature / description of learning material	New reader
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
INTBUC02_T01	Written Exam (BYOD) - Introduction to Business Communication
INTBUC02_T02	Video cast – Introduction to Business Communication

<b>Exam code: INTBUC02_T01_ Written Exam (BYOD) - Introduction to Business Communication</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Introduction to Business Communication
<b>Code (modular) exam</b>	INTBUC02_T01
<b>Assessment criteria</b>	The student needs to write a text that will mirror one of the writing assignments practiced in class, making use of written language and adequate grammar, sentence structure, and vocabulary, according to the writing assignment requested/chosen.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Standard procedure
<b>Other info</b>	N.A.

<b>Exam code: INTBUC02_T02 New (Video Cast – Introduction to Business Communication)</b>	
<b>Name (modular) exam</b>	Video Cast - Introduction to Business Communication
<b>Code (modular) exam</b>	INTBUC02_T02
<b>Assessment criteria</b>	The student can create a video(cast) where they explore trends in the business/communication world, making use of spoken language/ spontaneous speech and relevant visual aids.
<b>Exam format</b>	Presentation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	All resources permitted. Students can write the script/report from home.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	New study unit, replaces ENGLIS25 (AEN)
<b>Date from which the SU will no longer be offered</b>	N.A.



## INTEAW06 (AIA) - Intercultural Awareness

1. General information	
Long English name of course	Intercultural Awareness
Short English name of course	Intercultural Awareness
Course code	INTEAW06
Degree programme and cluster	IB and CS A-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)	Professional skills 3: Collaboration Professional skills 4: Reflective skills Professional skills 5: Emphatic skills
General description	After completion of this module students will have developed basic knowledge, skills and behavior that will make students more successful in interactions with others in diverse teams. This is done by knowing the intercultural and diversity theories, developing skills and by creating awareness of differences and similarities in- and outside the classroom.
Cohesion	Research: qualitative research by interviewing with open and follow-up questions
Mandatory participation	Yes, a minimum of 80% of lessons is mandatory as skills are trained and your active participation is required and assessed during class.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Self-study Seminar / Tutorial / Working lecture Simulation Training
Required literature / description of learning material	Nunez, C., Nunez Mahdi, R., & Popma., L. (2021). Intercultural Sensitivity: from denial to intercultural competence (5th ed.) Van Gorcum. ISBN 9789023256885
Required software / required materials	OnderwijsOnline: Module information, portfolio handout, assessment form, powerpoint presentations and tests (f.e. Thomas & Kilmann)
Extra contributions	N.A.

3. Examination	
INTEAW06_T01	Portfolio - Intercultural Awareness

<b>Exam code:</b> <b>INTEAW06_T01 (Portfolio - Intercultural Awareness)</b>	
<b>Name (modular) exam</b>	Portfolio - Intercultural Awareness
<b>Code (modular) exam</b>	INTEAW06_T01
<b>Assessment criteria</b>	Recognise intercultural differences using various models and theories (portfolio assignment: 2,3,5) Recognise own historical, political, economic and cultural events that shape social interactions with other (portfolio assignment: 1). Identify similarities and differences in cultural backgrounds, practices and habits in life, education and business (portfolio assignments: 7, 8, 9) You are able to reflect learning on diversity management and formulate smart learning goals for development in the near future (portfolio assignment 10).
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	Books and internet
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	In class in 2.7 or 4.7
<b>Other info</b>	Students need to do the last two assignments of their portfolio in class in week 2.4 or 4.4 (Duration: 90 minutes). For these last assignments in class, exam guidelines apply.

<b>Changes compared to last year</b>	Students need to do the last two assignments of their portfolio in class in week 2.4 or 4.4. Resitters need to contact one of the ICA lecturers to join one of the A-cluster classes.
<b>Date from which the SU will no longer be offered</b>	N.A.

## LIFSKA01 (ALSC) - Life Skills Coaching

1. General information	
Long English name of course	Life Skills Coaching
Short English name of course	Life Skills Coaching
Course code	LIFSKA01
Degree programme and cluster	IB and CS A-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: 20 hours Expected self-study time: 50 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)	Professional skills 3: Collaboration Professional skills 4: Reflective skills Professional skills 5: Emphatic skills
General description	In this life skills coaching module we help you shape your own development; as a person and in your role as a university student.  You will be able to closely connect with your peers and get familiar with the university environment. You will come to understand which attitude, knowledge and skills are needed to be a happy and successful university student. We will provide training and tools to: <ul style="list-style-type: none"> <li>- connect with your classmates, lecturers and the school;</li> <li>- get to know yourself better (how do you communicate &amp; collaborate);</li> <li>- organise &amp; plan your work;</li> <li>- study effectively.</li> </ul> During individual meetings with your student coach, you are invited to discuss your development and growth.
Cohesion	N.A.
Mandatory participation	Yes. Students need to join the classes to be able to achieve and prove personal growth. They learn from the interaction in the classroom and the feedback they receive there. Active participation is conditional for their development as a university student.
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	Life skills coaching student workbook
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>LIFSKC01 _T01</b>	Criterion based interview - life skills coaching 1

<b>Exam code: LIFSKA01 _T01 (Criterion based interview - life skills coaching 1)</b>	
<b>Name (modular) exam</b>	Criterion based interview - life skills coaching 1
<b>Code (modular) exam</b>	LIFSKA01 _T01
<b>Assessment criteria</b>	<p>The student proves they have developed in their role as a university student, based on the following criteria:</p> <ul style="list-style-type: none"> <li>- Entrepreneurial behaviour;</li> <li>- Collaboration skills;</li> <li>- Intercultural awareness;</li> <li>- Reflection skills;</li> <li>- Investigative attitude;</li> <li>- Entry requirement for the Criterion Based Interview (CBI) is a completed development canvas.</li> </ul> <p>Condition for assessment: Entry requirement for the Criterion Based Interview (CBI) is a completed development canvas.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Contact student coach
<b>Other info</b>	Interview based on student's development canvas.

<b>Changes compared to last year</b>	
	ALSC is a new module. Resitters of APPD can complete the module under the old terms with their PPD coach of the time. Code changed from LFSkC01 to LFSKA01
<b>Date from which the SU will no longer be offered</b>	N.A.

## PERSCO01 (APC) - Persuasive communication

1. General information	
Long English name of course	Persuasive communication
Short English name of course	Persuasive communication
Course code	PERSCO01
Degree programme and cluster	CS A-cluster
Teaching period	P1, P2, P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 28.5 hours Expected self-study time: 111.5 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 2: Target group & behaviour Qualifications 5: Persuasion & commitment
General description	Learning outcome: "I can recognize and describe theories from communications science and the effect of application of these theories on organizational communication."  We discuss relevant theory and apply these theories to (live) case studies in weekly assignments.  Seasoned contemporary communication professionals need to understand the effects of their work in corporate environments. Therefor they need to know, understand and apply these theories on persuasive communication for developing, coordinating and executing future communication projects.
Cohesion	DIGIMA, MARCOB
Mandatory participation	N.A.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Introduction Lecture Self-study
Required literature / description of learning material	To be found at #OnderwijsOnline
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>PERSCO01_T01</b>	Written Exam (BYOD) - Persuasive Communication

<b>Exam code: PERSCO01_T01 (Written Exam (BYOD) - Persuasive Communication)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Persuasive Communication
<b>Code (modular) exam</b>	PERSCO01_T01
<b>Assessment criteria</b>	Student correctly defines and describes theories of social psychology and mass communication. Student correctly identifies, describes and explains the effect of applying theories of social psychology and mass communication. Student can apply theories on actual cases.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T2, T3, T4, T5
<b>Duration exam</b>	3 hours
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

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

## PROSOD01 (APS) - Problem Solving and Decision Making

1. General information	
Long English name of course	Problem Solving and Decision Making
Short English name of course	Problem Solving and Decision Making
Course code	PROSOD01
Degree programme and cluster	IB and CS A-cluster
Teaching period	Si 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: 14 hours Expected self-study time: 56 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)	Professional skills 6: Ethical awareness Professional skills 7: Agility
General description	The student practices with several techniques which improve their critical thinking, decision making, and creative problem solving abilities. Central to the course is the problem - solving cycle with each class focusing on one of the steps of the cycle. These cycles are applied to topical case studies.
Cohesion	N.A.
Mandatory participation	Yes.  The student is required to participate during all 6 classes. Only 1 class can be missed with a valid reason. The students work in groups and they work on techniques for which multiple people are required to execute them. There is some individual work required as well, but the majority consists of groupwork, thus requiring students to be present.
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	Recommended reading: Cottrell, S. (2017).Critical Thinking Skills. Palgrave.  Michalko, M. (2006).Thinkertoys. Ten Speed Press.  Heerkens H & Winden A. (2017) Solving Managerial Problems Systematically. Noordhoff Uitgevers
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>PROSOD01_T01</b>	Portfolio - Problem solving and decision making

<b>Exam code: PROSOD01_T01 (Portfolio - Problem solving and decision making)</b>	
<b>Name (modular) exam</b>	Portfolio - Problem solving and decision making
<b>Code (modular) exam</b>	PROSOD01_T01
<b>Assessment criteria</b>	The student: <ul style="list-style-type: none"> <li>- Can define the basic theories, concepts and principles of sustainability;</li> <li>- Can identify and illustrate the causes of a problem, by using different techniques and critical analysis;</li> <li>- Can create alternative solutions to an existing problem by using creativity generating techniques;</li> <li>- Can define, recognize the structure of a proper argumentation and create a proper reasoning, in order to defend and support a solution to the identified problem;</li> <li>- Can place sustainability in historical context and explain its relationship to current business trends by applying analysis on a present - day complex business problem.</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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



## RESECO03 (ARC) - Research in communication 1

1. General information	
Long English name of course	Research in communication 1
Short English name of course	Research in communication 1
Course code	RESECO03
Degree programme and cluster	CS A-cluster
Teaching period	P1, P2, P3 P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 26.25 hours Expected self-study time: 113.75 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 2: Target group & behaviour Qualifications 5: Persuasion & commitment
General description	This module introduces students to the practices of research in which they learn the basic research principles, perform quantitative research methods and present the results).  In the Research 1 Module (period 1, 2 and 4) basic research principles are discussed. The topics include: - Research process; - Problem analysis (defining a communication problem); - Theoretical framework; - Research questions; - Research methodology: Use databases & Search and use literature (practice); - Validity and reliability (of primary/secondary sources); - Reference; - Reporting.
Cohesion	Research is an important basis for anything students do during and after their studies. This module lays the basis for being a successful communications professional.
Mandatory participation	Mandatory participation because during the courses interaction between lecturers and students will take place for feedback/feedforward.
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	Saunders, M. N. K., Thornhill, A., & Lewis, P. (2019). Research Methods for Business Students (most recent edition). Pearson Education.

<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>RESECO03_T01</b>	Portfolio - Research in Communication 1
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#### Exam code: RESECO03\_T01 (Portfolio - Research in Communication 1)

<b>Name (modular) exam</b>	Portfolio - Research in Communication 1
<b>Code (modular) exam</b>	RESECO03_T01
<b>Assessment criteria</b>	<p>Module Research 1</p> <ul style="list-style-type: none"> <li>- Students hand in a portfolio (research proposal) to prove they know, understand and apply the basic principles of research.</li> <li>- Student gives a proper introduction of the company, the (background of the) problem and describes the research process correctly.</li> <li>- Problem orientation: Student analyses and defines the communication problem by using correct terms and data, including the research objective(s).</li> <li>- Theoretical framework: Student uses literature review to develop a relevant theoretical framework by using at least five scientific articles.</li> <li>- Search strategy: Student shows good use of databases, search techniques and literature. Evaluates the quality of the sources using CARS and / or AAOCC criteria.</li> <li>- Research questions: Student formulates unambiguous research questions based on the theoretical framework, that cover the whole problem.</li> <li>- Student applies APA standards for reference: correct in - text citation AND correct reference list.</li> <li>- Student reports in a suitable manner in the form of a research proposal, that has: <ul style="list-style-type: none"> <li>- Attractive layout that invites the reader to continue reading.</li> <li>- Clear structure that guides the reader through the different parts of the report.</li> <li>- Clear &amp; concise writing style (as a result of good use of grammar, vocabulary, spelling and punctuation).</li> </ul> </li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Pairs
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Students receive continuous feedback during the module and in the assessment form, review per couple is available.
<b>Other info</b>	N.A.

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

## B-cluster

### CREACO17 (BCO) - Creating Content

1. General information	
Long English name of course	Creating Content
Short English name of course	Creating Content
Course code	CREACO17
Degree programme and cluster	CS B-cluster
Teaching period	P1, P2, P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 25.5 hours Expected self-study time: 114.5 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 2: Target group & behaviour Qualifications 3: Concept & creation Qualifications 4: Planning & organisation
General description	Content:  In this study unit students work on creating content, i.e., text, photos or videos for an international case study in an intercultural context. Content should be effective. Making a content calendar will help the communication professional to create relevant content in a structured way and to communicate with target audiences at the right moment, through appropriate channels, with appropriate messages, focusing on creating appropriate text and design / image.
Cohesion	MARCOB and DIGIMA
Mandatory participation	Yes, a minimum of 80% of the lessons 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	Pulizzi, J. (2014). Epic Content Marketing. McGraw - Hill Education. ISBN: 9780071819893
Required software / required materials	Photoshop and InDesign (available at ISB computers)
Extra contributions	N.A.

3. Examination	
CREACO17_T01	Written Exam (BYOD) Creating Content
CREACO17_T02	Design - Creating Content
CREACO17_T03	Content Calendar - Creating Content

<b>Exam code:</b> <b>CREACO17_T01 (Written Exam (BYOD) Creating Content)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) Creating Content
<b>Code (modular) exam</b>	CREACO17_T01
<b>Assessment criteria</b>	The student shows knowledge and understanding of cross media communication, contemporary media channels, content strategy, relevant trends and interactivity.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T2, T3, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code:</b> <b>CREACO17_T02 (Design - Creating Content)</b>	
<b>Name (modular) exam</b>	Design - Creating Content
<b>Code (modular) exam</b>	CREACO17_T02
<b>Assessment criteria</b>	The student designs a piece of content using photoshop.
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	Presentation tools
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	15%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code:</b> <b>CREACO17_T03 (Content Calendar - Creating Content)</b>	
<b>Name (modular) exam</b>	Content Calendar - Creating Content
<b>Code (modular) exam</b>	CREACO17_T03
<b>Assessment criteria</b>	The student recognises relevant professional and appropriate content and produces appropriate content for relevant target audiences and communication (online) channels. The student substantiates choices with relevant and professional arguments.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.

<b>Permitted resources / aids</b>	Presentation tools
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	25%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## BUSICB51 (BEN) - Business Communication 1

1. General information	
Long English name of course	Business Communication 1
Short English name of course	Business Communication 1
Course code	BUSICB51
Degree programme and cluster	IB and CS B-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)	Body of knowledge 6: Language
General description	In this module, that spans both periods, students will be trained in business communication skills. Students learn new business vocabulary and useful phrases so they can strike the right tone in formal, informal written and oral communication in their (future) every day work.
Cohesion	Professional products from projects in the B-Cluster are used as business context
Mandatory participation	Yes, for Speaking. . Because students are assessed in class during presentations, attendance is mandatory for speaking. Attendance for writing is not 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	Reader: Business Communication BEN - BUC
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
BUSICB51	Presentations - Business Communication 1
BUSICB51_T02	Written Exam (BYOD) - Business Communication 1

Exam code: BUSICB51_T01 (Presentations - Business Communication 1)	
Name (modular) exam	Presentations - Business Communication 1
Code (modular) exam	BUSICB51

<b>Assessment criteria</b>	Speaking CEFR level C1 The student is required to give a presentation of seven minutes about a commercial topic for a specific target audience
<b>Exam format</b>	Presentation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual, Pairs
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	PPT/Prezi
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: BUSICB51_T02 (Written Exam (BYOD) - Business Communication 1)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Business Communication 1
<b>Code (modular) exam</b>	BUSICB51_T02
<b>Assessment criteria</b>	Vocabulary and Writing The student reproduces the meaning of selected business - related language based on 10 business texts, and uses correct grammar in written communication, set in a business context, at CEF level B2 - C1.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	During writing exam, paper English/English dictionary and printed practice assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

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

## ESSOFA01 (BES) - Essentials of an Organization

1. General information	
Long English name of course	Essentials of an Organization
Short English name of course	Essentials of an Organization
Course code	ESSOFA01
Degree programme and cluster	CS B-cluster
Teaching period	P1, P2, P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 40.5 hours Expected self-study time: 99.5 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
General description	<p>Essentials of an Organisation</p> <p>Learning Outcome:</p> <ul style="list-style-type: none"> <li>- Student can recognize and describe organizations' cultures and structures in an international context based on given international organizational theory;</li> <li>- Student knows different relevant theoretical models;</li> <li>- Student conducts research (on limited guidance);</li> <li>- Student links relevant trends and developments to the issue (on limited guidance);</li> <li>- Student knows the organisation and the context of which it operates;</li> <li>- Student knows about the organisation's issues;</li> <li>- Student can identify organisations sustainability policy.</li> </ul> <p>GAME</p> <p>In week 7 all B - cluster students work together in small teams on a case. The students develop an integrated view on the organisation's communication policy by developing partial communication plans. All groups deliver and present their various products. The group with the best plan and presentation wins the game.</p> <p>Interview</p> <p>Students apply in an interview for a position in the second year, showing their strengths and weaknesses. Are you ready?</p>
Cohesion	N.A.
Mandatory participation	Participation in lessons is highly recommended. Participation in the Game and interview is compulsory.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture



<b>Required literature / description of learning material</b>	Robbins, S. P., & Judge, T. A. (2017). Essentials of Organizational Behavior, Global Edition (14th ed.). Pearson. ISBN: 9781292221410
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ESSOFA01_T01</b>	Portfolio - Essentials of an Organisation
<b>ESSOFA01_T02</b>	Game - Essentials of an organisation

<b>Exam code: ESSOFA01_T01 (Portfolio - Essentials of an Organisation)</b>	
<b>Name (modular) exam</b>	Portfolio - Essentials of an Organisation
<b>Code (modular) exam</b>	ESSOFA01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Student can identify different types of organisations;</li> <li>- Student can identify the elements of an organisation structure and processes;</li> <li>- Student can describe the characteristics and importance of organisational culture;</li> <li>- Student can describe and recognise different organizational team roles/tasks and team performance aspects;</li> <li>- Student shows knowledge about accountability and how to measure it (ROI/ KPI/NPS);</li> <li>- Student can analyse different cases based on acquired theoretical knowledge.</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: ESSOFA01_T02 (Game - Essentials of an organisation)</b>	
<b>Name (modular) exam</b>	Game - Essentials of an organisation
<b>Code (modular) exam</b>	ESSOFA01_T02
<b>Assessment criteria</b>	<p>GAME</p> <ul style="list-style-type: none"> <li>- Students have participated actively (based on presence and peer assessment);</li> <li>- Students analyse the bottlenecks in the organisation's communication policy and define the consequences for the organisation;</li> <li>- Students develop a communication advice including implementation (digital) media: MC/PR) and present it in a visual product (Visual Communication/ Branding /Creator Content).</li> </ul> <p>Interview: Student can explain clearly why he/ she is ready for the second year (self - reflection)</p>

	NB: Resit in next semester
<b>Exam format</b>	Participation in person
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	V
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Participation is enrolment
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	Continuous assessment

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

## INPURE04 (BIPR) - Introduction to Public Relations

1. General information	
Long English name of course	Introduction to Public Relations
Short English name of course	Introduction to Public Relations
Course code	INPURE04
Degree programme and cluster	CS B-cluster
Teaching period	P1, P2, P3, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 32 hours Expected self-study time: 108 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 2: Target group & behaviour Qualifications 3: Concept & creation Qualifications 5: Persuasion & commitment
General description	I can assess an organization's corporate reputation in an international environment (for international brands and companies) and advise on how to handle issues using the appropriate Public Relations tools. We strongly focus on the Flipped classroom principle; students carry out research at home while engaging in concepts in the classroom with the guidance of the lecturers.
Cohesion	N.A.
Mandatory participation	Yes, 80% mandatory, company visit 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	Study manual, slides
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
INPURE04_T01	Written Exam (BYOD) - Introduction to Public Relations

Exam code: INPURE04_T01 (Written Exam (BYOD) - Introduction to Public Relations)	
Name (modular) exam	Written Exam (BYOD) - Introduction to Public Relations
Code (modular) exam	INPURE04_T01
Assessment criteria	The student: Correctly defines and describes theories of Public Relations Correctly identifies, describes and explains the effect of applying theories of Public Relations

	Analyzes the organization's reputation and gives Public Relations advice for an organization in basic circumstances
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T2, T3, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	See annual exam schedule
<b>Other info</b>	N.A.

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

## LIFSKB01 - Life Skills Coaching 2

1. General information	
Long English name of course	Life Skills Coaching 2
Short English name of course	Life Skills Coaching 2
Course code	LIFSKB01
Degree programme and cluster	IB and CS B-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: 20 hours Expected self-study time: 50 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)	Professional skills 3: Collaboration Professional skills 4: Reflective skills Professional skills 5: Emphatic skills
General description	In this life skills coaching module we help you shape your own development; as a person and in your role as a future young professional  You will be able to closely connect with your peers You will come to understand which attitude, knowledge and skills are needed to be a happy and successful future young professional. We will provide training and tools to: - connect with your classmates, lecturers and the school; - set (SMART) goals for yourself; - give and receive feedback in a group setting; - get to know yourself better (what are my talents and interests, how do I make decisions, how do I negotiate & persuade); - organise & plan your work.  During individual meetings with your student coach, you are invited to discuss your development and growth.
Cohesion	N.A.
Mandatory participation	Yes. Students need to join the classes to be able to achieve and prove personal growth. They learn from the interaction in the classroom and the feedback they receive there. Active participation is conditional for their development as a future young professional.
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	Life skills coaching student workbook

<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>BLSCPDP1A.4</b>	Criterion based interview

<b>Exam code: LIGSKB01 (Criterion based interview)</b>	
<b>Name (modular) exam</b>	Criterion based interview
<b>Code (modular) exam</b>	LIFSKB01
<b>Assessment criteria</b>	<p>The student proves they have developed in their role as a future young professional, based on the following criteria:</p> <ul style="list-style-type: none"> <li>- Entrepreneurial behaviour;</li> <li>- Collaboration skills;</li> <li>- Intercultural awareness;</li> <li>- Reflection skills;</li> <li>- Investigative attitude.</li> </ul> <p>Entry requirement for the Criterion Based Interview (CBI) is a completed development canvas.</p> <p>Condition for assessment: Entry requirement for the Criterion Based Interview (CBI) is a completed development canvas</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Contact student coach
<b>Other info</b>	Interview based on student's development canvas.

<b>Changes compared to last year</b>	LIFSKB01 is a new module. Resitters of BPPD can complete the module under the old terms with their PPD coach of the time.
<b>Date from which the SU will no longer be offered</b>	N.A.

## RESECO01 (BRC) - Research in Communication 2

1. General information	
Long English name of course	Research in Communication 2
Short English name of course	Research in Communication 2
Course code	RESECO01
Degree programme and cluster	CS B-cluster
Teaching period	P1, P2, P3, 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	N.A.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 2: Target group & behaviour Qualifications 5: Persuasion & commitment
General description	<p>This module introduces students to the practices of international research in communication in which they learn the basic research principles, perform quantitative research methods and present the results (infographic). The module is a continuation of Research 1 (ARC).</p> <p>In the Research 2 Module students perform a quantitative research using the survey method. The topics include:</p> <ul style="list-style-type: none"> <li>- Population &amp; Sample;</li> <li>- Validity and reliability;</li> <li>- Operationalisation;</li> <li>- Questionnaire design;</li> <li>- Data collection;</li> <li>- Data processing;</li> <li>- Data analysis using statistics;</li> <li>- Infographics.</li> </ul>
Cohesion	This module is a continuation of Research 1, therefore it has the same cohesion as Research 1.
Mandatory participation	Mandatory participation because during the courses interaction between lecturers and students will take place for feedback/feedforward.
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	Saunders, M. N. K., Thornhill, A., & Lewis, P. (2019). Research Methods for Business Students (most recent edition). Pearson Education.

	Other resources, including knowledge clips, found on #OnderwijsOnline.
<b>Required software / required materials</b>	SPSS statistical software, any version (available via on - campus computers or licenses can be purchased via surfspot.nl)
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>RESECO01_T01</b>	Assignment - Research 2

<b>Exam code: RESECO01_T01 (Assignment - Research 2)</b>	
<b>Name (modular) exam</b>	Assignment - Research 2
<b>Code (modular) exam</b>	RESECO01_T01
<b>Assessment criteria</b>	<p>Module Research 2</p> <p>The student demonstrates the ability to:</p> <ul style="list-style-type: none"> <li>- motivate the survey methodology by defining the population and sample, and potential sources of errors that might affect the reliability of the data;</li> </ul> <p>design a valid survey tool using theory to operationalize communications related constructs and translate the resulting indicators into a questionnaire;</p> <p>conduct fieldwork by implementing a sampling strategy and using an online questionnaire to collect data;</p> <p>process the data correctly by creating a code book and entering data into a statistics program;</p> <p>analyse and interpret results of the survey using descriptive and inferential statistical techniques and show the results using tables and figures;</p> <p>draw measured conclusions based on correct interpretations of statistical outputs;</p> <p>present research findings through the use of an infographic.</p>
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Pairs
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Assessment form, and via lecturer
<b>Other info</b>	Assignment for submission: Infographic (with appendices).

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



## DUTBSA01 (ECC1\_Dutch) - Dutch 1

1. General information	
<b>Long English name of course</b>	Dutch for Business 1: How to survive in Dutch
<b>Short English name of course</b>	Dutch 1
<b>Course code</b>	DUTBSA01
<b>Degree programme and cluster</b>	IB and CS B-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	Only for non - Dutch students
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Communicating (verbally and in written) in Dutch at CEFR A1 level in general and business - related settings.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	Body of knowledge 6: Language
<b>General description</b>	During this module students will be taught the basics of spoken Dutch, but they will also learn a bit about the Dutch culture and the Dutch way of living. The module forms an introduction to Dutch language and culture. Basic knowledge of the Dutch language and culture is very important for students from abroad. This course focuses on grammar, listening, speaking, reading and writing (CEFR level A1).
<b>Cohesion</b>	This study unit is the first in the row of 8 study units. All these courses build on to one another and deal with different aspects of business and general language.
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Verbruggen, K. & Hoogvorst, W. (2017). Start.nl 1, Dutch for beginners (2nd ed.). Coutinho ISBN: 9789046905661
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>DUTBSA01_T01</b>	Written Exam (BYOD) - Dutch 1
<b>DUTBSA01_T02</b>	Presentation - Dutch 1

<b>Exam code: DUTBSA01 (Written Exam (BYOD) - Dutch 1)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Dutch 1
<b>Code (modular) exam</b>	DUTBSA01_01
<b>Assessment criteria</b>	The student: <ul style="list-style-type: none"> <li>- Writes Dutch at level A1(CEFR): uses verbs correctly (in present tense), personal pronouns, possessive pronouns, inversion, separable verbs, reflexive verbs, negation, diminutives;</li> </ul> Speaks Dutch at level A1(CEFR): speaks about daily life and education using brief and simple sentences.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: DUTBSA01_T02 (Presentation - Dutch 1)</b>	
<b>Name (modular) exam</b>	Presentation - Dutch 1
<b>Code (modular) exam</b>	DUTBSA01_T02
<b>Assessment criteria</b>	The student: <ul style="list-style-type: none"> <li>- Writes Dutch at level A1(CEFR): uses verbs correctly (in present tense), personal pronouns, possessive pronouns, inversion, separable verbs, reflexive verbs, negation, diminutives</li> <li>- Speaks Dutch at level A1(CEFR): speaks about daily life and education using brief and simple sentences</li> </ul>
<b>Exam format</b>	Presentation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	New code because of name change
<b>Date from which the SU will no longer be offered</b>	N.A.

## FREBSA01 (ECC1\_French) - French 1

1. General information	
<b>Long English name of course</b>	French for Business 1: Kick-start and brush up
<b>Short English name of course</b>	French 1
<b>Course code</b>	FREBSA01
<b>Degree programme and cluster</b>	IB and CS B-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	N.A.
<b>Prior knowledge</b>	None

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in French at CEFR level A1
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	Body of knowledge 6: Language
<b>General description</b>	The student uses French as additional language in various general and business settings orally and in writing at CEFR A1 level. The student learns basic French grammar, vocabulary and communication skills related to reading, writing, listening and speaking in French.
<b>Cohesion</b>	This study unit is the first 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.
<b>Mandatory participation</b>	Participation is highly recommended
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Digital book: Penfornis, J. - L. (2020). Français.com - 3e édition - niveau débutant numérique - Livre de l'élève. ISBN: 9782090348477.  Digital workbook: Penfornis, J. - L. (2020). Français.com - 3e édition - niveau débutant numérique - Cahier d'activités. ISBN: 9782090348514.  Material on #OnderwijsOnline and material distributed in class.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

**FREBSA01\_T01** Written Exam (BYOD) - French 1

<b>Exam code: FREBSA01_T01 (Written Exam (BYOD) - French 1)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - French 1
<b>Code (modular) exam</b>	FREBSA01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"><li>- Masters French grammar, vocabulary and communication at CEFR - Level A1 of general and business - related French</li><li>- Uses a limited set of elementary French words and expressions related to general and business situations</li><li>- Uses simple French grammatical forms and structures.</li></ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	In 2023-2024, we use the digital version of the books (book and workbook). New code because of change in name
<b>Date from which the SU will no longer be offered</b>	N.A.

## GERBSA01 – German 1

1. General information	
<b>Long English name of course</b>	German for Business 1 – Getting Started in German
<b>Short English name of course</b>	German 1
<b>Course code</b>	GERBSA01
<b>Degree programme and cluster</b>	IB and CS B-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	N.A.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level A1.1 in general business - related settings.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	Body of knowledge 6: Language
<b>General description</b>	The student uses German as additional language in various general professional settings orally and in writing preparing for CEFR level A1.1. He/She prepares simple 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.
<b>Cohesion</b>	This study unit is the first 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.
<b>Mandatory participation</b>	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 either assessment is required.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Farmache, A.,e.a. (2015). DaF im Unternehmen A1, Kurs - und Übungsbuch(1st edition), Stuttgart, Klett Sprachen, ISBN 9783126764407 Webster, P. (1999) The German Handbook. Your guide to speaking and writing (2nd edition) Cambridge, Cambridge University Press ISBN 9780521648608 Materials on # OnderwijsOnline 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

<b>Required software / required materials</b>	Audio and video material via the link: <a href="http://www.klett-sprachen.de/daf-im-unternehmen-online">www.klett - sprachen.de/daf - im - unternehmen - online</a> Klett Augmented App for DaF im Unternehmen A1
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSA01_T01</b>	<b>Oral exam – German 1</b>
<b>GERBSA01_T02</b>	Portfolio – German 1
<b>GERBSA01_T03</b>	Participation – German 1

<b>Exam code: GERBSA01 - (Oral exam – German 1)</b>	
<b>Name (modular) exam</b>	Oral exam – German 1
<b>Code (modular) exam</b>	GERBSA01_T01
<b>Assessment criteria</b>	<p>Only candidates who have passed GERBSA01_T02 and GERBSA01_T03 qualify for being admitted to this assessment.</p> <p>The candidate applies the target language for basic professional use on CEFR level A1.1 correctly with regards to the following criteria:  standard German pronunciation  vocabulary/idiom  style/register  fluency  coherence  language structures  Further to the criteria above, the candidate shows behaviour (culturally and communicational) that is perceived appropriate behaviour in the target language/culture and takes into account also speed, articulation, and intonation.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	15 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With the examiner upon request; application for review a week before the respective exam period's central review session.
<b>Other info</b>	N.A.

<b>Exam code: GERBSA01_T02 (Portfolio – German 1)</b>	
<b>Name (modular) exam</b>	Portfolio – German 1
<b>Code (modular) exam</b>	GERBSA01_T02
<b>Assessment criteria</b>	Providing the candidate has met the participation requirements, the portfolio has to be handed in on time, the portfolio will be assessed on contents and form.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v

<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	N.A.

<b>Exam code: NEW code_ T03 (Participation – German 1)</b>	
<b>Name (modular) exam</b>	<b>Participation – German 1</b>
<b>Code (modular) exam</b>	GERBSA01_T03
<b>Assessment criteria</b>	At least 80% active participation in contact time
<b>Exam format</b>	Participation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	
<b>Changes compared to last year</b>	This is a new study unit as of 2023-24 P1
<b>Date from which the SU will no longer be offered</b>	

## SPABSA01 (ECC1\_Spanish) - Spanish 1

1. General information	
<b>Long English name of course</b>	Spanish for Business 1: How to survive in Spanish
<b>Short English name of course</b>	Spanish 1
<b>Course code</b>	SPABSA01
<b>Degree programme and cluster</b>	IB / CS B-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	Only for students with a non - Hispanic background.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Spanish at CEFR level A1.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	Body of knowledge 6: Language
<b>General description</b>	Language skills: reading, listening, writing, speaking at CEFR - level A1 in general settings. During this module students are taught to use Spanish for elementary general communication purposes. The language is studied and used in a personal and public domain. Students also become familiar with aspects of Hispanic culture and increase cultural awareness.
<b>Cohesion</b>	This study unit is the first 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.
<b>Mandatory participation</b>	Is strongly advised to attend all classes.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study material is published on #OnderwijsOnline site IB/CS – ECC Spanish.
<b>Required software / required materials</b>	Material and information of the course is published on OnderwijsOnline (site IB/CS – ECC Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECSP24_T01</b>	Written Exam (BYOD) - Spanish 1

<b>Exam code: SPABSA01_T01 (Written Exam (BYOD) - Spanish 1)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Spanish 1
<b>Code (modular) exam</b>	SPABSA01_T01
<b>Assessment criteria</b>	The student shows the ability to use quite correct grammar in short and simple sentences at CEFR level A1.



	The student shows the ability to use simple and quite correct vocabulary at CEFR level A1. The student shows the ability to comprehend written texts related to general topics at CEFR level A1.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	Duration of exam has changed from 60 to 90 minutes. New code because of change in name
<b>Date from which the SU will no longer be offered</b>	N.A.

## DUTBSA02 - (ECC2\_Dutch) - Dutch 2

1. General information	
Long English name of course	Dutch for Business 2: How to survive in Dutch
Short English name of course	Dutch 2
Course code	DUTBSA02
Degree programme and cluster	IB and CS B-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	Only for non - Dutch students
Prior knowledge	

2. Content and organisation	
Professional task	Communicating (verbally and in written) in Dutch at CEFR level A1+ in general and business - related settings.
Exit qualifications / Programme Learning Outcomes (PLO)	Body of knowledge 6: Language
General description	During this module students will be taught the basics of spoken Dutch, but they will also learn about the Dutch culture and the Dutch way of living. Together with Dutch1, this module forms an introduction to Dutch language and culture. Basic knowledge of the Dutch language and culture is very important for students from abroad. This course focuses on grammar, listening, speaking, reading and writing (CEFR level A1+).
Cohesion	In the series of 8 study units, this study unit is the second in the row. All these courses build on to one another and deal with different aspects of business and general language. This SU follows DUTBSA01 and prepares for DUTBSA03
Mandatory participation	N.A.
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 1, Dutch for beginners (2nd ed.). Coutinho ISBN: 9789046905661
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
DUTBSA02_T01	Written Exam (BYOD) - Dutch 2
DUTBSA02_T02	Oral Exam - Dutch 2

<b>Exam code: DUTBSA02_T01 (Written Exam (BYOD) - Dutch 2)</b>	
Name (modular) exam	Written Exam (BYOD) - Dutch 2

<b>Code (modular) exam</b>	DUTBSA02_T01
<b>Assessment criteria</b>	The student: - Writes Dutch at level A1+ (CEFR): Uses verbs correctly (in present tense, present perfect), personal pronouns, possessive pronouns, inversion, separable verbs, reflexive verbs, negation, diminutives, imperative, conjunctions, numerals, er, comparatives, demonstrative pronoun, inversion, adjectives, superlatives. - Speaks Dutch at level A1+ (CEFR): Speaks and interacts about daily life, work and education using brief and simple sentences.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: DUTBSA02_T02 (Oral Exam - Dutch 2)</b>	
<b>Name (modular) exam</b>	Oral Exam - Dutch 2
<b>Code (modular) exam</b>	DUTBSA02_T02
<b>Assessment criteria</b>	The student: - Writes Dutch at level A1+ (CEFR): Uses verbs correctly (in present tense, present perfect), personal pronouns, possessive pronouns, inversion, separable verbs, reflexive verbs, negation, diminutives, imperative, conjunctions, numerals, er, comparatives, demonstrative pronoun, inversion, adjectives, superlatives. - Speaks Dutch at level A1+ (CEFR): Speaks and interacts about daily life, work and education using brief and simple sentences.
<b>Exam format</b>	Oral Exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	Oral - Computer assisted exam.

<b>Changes compared to last year</b>	New code because of change in name
<b>Date from which the SU will no longer be offered</b>	N.A.

## FREBSA02 (ECC2\_French) - French 2

1. General information	
<b>Long English name of course</b>	French for Business 2: Kick-start and Brush-up
<b>Short English name of course</b>	French 2
<b>Course code</b>	FREBSA02
<b>Degree programme and cluster</b>	IB and CS B-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	N.A.
<b>Prior knowledge</b>	Basic knowledge of French, from French 1 or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in French at CEFR level A1+
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	The student uses French as additional language in various general and business settings orally and in writing at CEFR A1+ level. The student learns basic French grammar, vocabulary and communication skills related to reading, writing, listening and speaking in French.
<b>Cohesion</b>	This study unit is the second 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.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Digital book: Penfornis, J. - L. (2020). Français.com - 3e édition - niveau débutant numérique - Livre de l'élève. ISBN: 9782090348477.  Digital workbook: Penfornis, J. - L. (2020). Français.com - 3e édition - niveau débutant numérique - Cahier d'activités. ISBN: 9782090348514.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>FREBSA02_T01</b>	Written Exam (BYOD) - French 2

<b>Exam code: FREBSA02_T01 (Written Exam (BYOD) - French 2)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - French 2
<b>Code (modular) exam</b>	FREBSA02_T01
<b>Assessment criteria</b>	Masters French grammar, vocabulary and communication at CEFR - Level A1+ of general and business - related French Uses a limited set of elementary French words and expressions related to general and business situations ; Uses simple French grammatical forms and structures.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	In 2023-2024, we use the digital version of the books (book and workbook). New code because of change in name
<b>Date from which the SU will no longer be offered</b>	N.A.

## GERBSA02– German 2

1. General information	
Long English name of course	German for Business 2 – Moving on in German
Short English name of course	German 2
Course code	GERBSA02
Degree programme and cluster	IB and CS B-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	Before entering ECCDEU2B.1, the student has to have passed ECCDEU1B.9.
Prior knowledge	See entry requirements

2. Content and organisation	
Professional task	Communicating in German at CEFR level A1.2 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 and in writing preparing for CEFR level A1.2. 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 second 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 contact time and regular identifiably own contribution, incl. peer-feedback/-feedforward to the portfolio stages as prerequisite for joining the assessments ECCDEU2B.8 and ECCDEU2B.1 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

	<p>Webster, P. (1999) The German Handbook. Your guide to speaking and writing (2nd edition) Cambridge, Cambridge University Press ISBN 9780521648608</p> <p>Materials on # OnderwijsOnline</p> <p>Materials distributed in class</p> <p>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</p>
<b>Required software / required materials</b>	<p>Audio and video material via the link: <a href="http://www.klett-sprachen.de/daf-im-unternehmen">www.klett-sprachen.de/daf-im-unternehmen</a> – online</p> <p>Klett Augmented App for both, DaF im Unternehmen A1 + DaF im Unternehmen A2</p>
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSA02_T01</b>	Written exam (BYOD) – German 2
<b>GERBSA02_T02</b>	Portfolio – German 2
<b>GERBSA02_T03</b>	Participation – German 2

<b>Exam code: GERBSA02_T01 (Written exam (BYOD) – German 2)</b>	
<b>Name (modular) exam</b>	Written exam (BYOD) – German 2
<b>Code (modular) exam</b>	GERBSA02_T01
<b>Assessment criteria</b>	<p>Only candidates who – next to entry requirements - have passed GERBSA02_T03 qualify for being admitted to this assessment.</p> <p>The candidate ...</p> <ul style="list-style-type: none"> <li>- Correctly applies vocabulary/idiom on A1.2 level in basic business - related settings;</li> <li>- Correctly applies structures on A1.2 level in basic business - related settings correctly;</li> <li>- Understands written texts on A1.2 level, for instance notes, advertisements, instructions, information leaflets and boards, etc;</li> <li>- Supplements missing words/data to texts correctly;</li> <li>- Fills in forms correctly.</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual central review with invigilator; the student can request an individual session with the examiner in the same week as the standard review session, if an examiner has not been present at the standard review session
<b>Other info</b>	N.A.

<b>Exam code: GERBSA02_T02 (Portfolio – German 2)</b>	
<b>Name (modular) exam</b>	<b>Portfolio – German 2</b>
<b>Code (modular) exam</b>	<b>GERBSA02_T02</b>
<b>Assessment criteria</b>	Providing the candidate has met the participation requirements, the portfolio has to be handed in on time, the portfolio will be assessed on contents, and form.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	N.A.

<b>Exam code: GERBSA02_T03 (Participation – German 2)</b>	
<b>Name (modular) exam</b>	<b>Participation – German 2</b>
<b>Code (modular) exam</b>	<b>GERBSA02_T03</b>
<b>Assessment criteria</b>	At least 80% active participation in contact time
<b>Exam format</b>	Participation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	This is a new study unit as of 2023-24 P2
<b>Date from which the SU will no longer be offered</b>	



## SPABSA02 (ECC2\_Spanish) - Spanish 2

1. General information	
<b>Long English name of course</b>	Spanish for Business 2: How to survive in Spanish
<b>Short English name of course</b>	Spanish 2
<b>Course code</b>	SPABSA02
<b>Degree programme and cluster</b>	IB / CS, part of the group "Professional Skills" B-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	Only for students with a non - Hispanic background.
<b>Prior knowledge</b>	Spanish at CEFR level A1.

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Spanish at CEFR level A1+
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	Body of knowledge 6: Language
<b>General description</b>	Language skills: reading, listening, writing, speaking at CEFR - level A1+ in general settings. During this module students are taught to use Spanish for elementary general communication purposes. The language is studied and used in a personal and public domain. Students also become familiar with aspects of Hispanic culture and increase cultural awareness.
<b>Cohesion</b>	This study unit is the second 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.
<b>Mandatory participation</b>	Is strongly advised to attend all classes.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study material is published on #OnderwijsOnline site IB/CS – ECC Spanish.
<b>Required software / required materials</b>	Material and information of the course is published on #OnderwijsOnline (site IB/CS – ECC Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>SPABSA02_T01</b>	Written Exam (BYOD) - Spanish 2
<b>SPABSA02_T02</b>	Oral Exam - Spanish 2

**Exam code: SPABSA02\_T01 (Written Exam (BYOD) - Spanish 2)**

<b>Name (modular) exam</b>	Written Exam (BYOD) - Spanish 2
<b>Code (modular) exam</b>	SPABSA02_T01
<b>Assessment criteria</b>	The student shows the ability to use quite correct grammar in short and simple sentences at CEFR level A1+. The student shows the ability to use simple and quite correct vocabulary at CEFR level A1+. The student shows the ability to comprehend written texts related to general topics at CEFR level A1+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	70%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: SPABSA02_T02 (Oral Exam - Spanish 2)</b>	
<b>Name (modular) exam</b>	Oral Exam - Spanish 2
<b>Code (modular) exam</b>	ELECSP38_T02
<b>Assessment criteria</b>	Spoken production: The student shows the ability to use a series of phrases and sentences to talk about himself, describe in simple terms his family and other people, his likes and dislikes, and other topics at CEFR level A1+.  Spoken interaction: The student shows the ability to communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar topics and activities. He is able to handle very short social exchanges, even though he can't usually understand enough to keep the conversation going himself.  Assessment at CEFR level A1. Communication (free speech, contents, coherence) + language skills (vocabulary, grammar, fluency and pronunciation).
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	15 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	30%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	Duration of exam has changed from 60 to 90 minutes. New code because of change in name
<b>Date from which the SU will no longer be offered</b>	N.A.

## 9.2 Main phase

### C-cluster

#### BUSICB04 (CBUC2) - 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	<p>Content</p> <p>The module focuses on improving English language skills, namely, writing and speaking / listening skills.</p> <p>Study form</p> <p>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</p> <p>Speaking / listening: The student prepares and participates effectively in weekly business meetings. Continuous (peer) assessment takes place. Presence is compulsory. CEFR level B2/C1</p>
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 #OnderwijsOnline
Required software / required materials	N.A.

<b>Extra contributions</b>	N.A.
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<b>3. Examination</b>	
<b>BUSICB04_T01</b>	Memo Report - Business Communication 2
<b>BUSICB04_T02</b>	Business Meetings - Business Communication 2

<b>Exam code: BUSICB04_T01 (Portfolio - Business Communication 2)</b>	
<b>Name (modular) exam</b>	Portfolio - Business Communication 2
<b>Code (modular) exam</b>	BUSICB04_T01
<b>Assessment criteria</b>	Writing CEFR level B2 / C1: <ul style="list-style-type: none"> <li>- The student expresses him/herself in clear, well - structured text;</li> <li>- The student writes a report underlining what they consider to be relevant information;</li> <li>- The student selects a style appropriate to the reader in mind;</li> <li>- The student uploads a complete portfolio according to given instructions, following up on feedback given by peer and teacher.</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	V
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: BUSICB04_T02 (Business Meetings - Business Communication 2)</b>	
<b>Name (modular) exam</b>	Business Meetings - Business Communication 2
<b>Code (modular) exam</b>	BUSICB04_T02
<b>Assessment criteria</b>	Speaking CEFR level B2 / C1: <ul style="list-style-type: none"> <li>- The student expresses him/herself fluently and spontaneously without much looking for expressions;</li> <li>- The student uses language flexibly and effectively for social and professional purposes;</li> <li>- The student formulates ideas and opinions with precision and relates their contribution skillfully to those of other speakers (speaking / listening).</li> </ul>
<b>Exam format</b>	Participation in person
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	Continuous assessment

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

## BUSICB05 (CBUC3) - 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	<p>Content</p> <p>The module focuses on improving English language skills, namely, writing and pitching (presenting) skills.</p> <p>Study form</p> <p>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 B2/C1</p> <p>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 B2/C1</p>
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	<p>Ward, T. (2016). The Art of Pitching: Presenting to Influence Beliefs, Attitudes and Behavior. Commskills group. ISBN: 9781540837547</p> <p>Materials on #OnderwijsOnline</p>
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>BUSICB05_T01</b>	Assignment Digital Magazine - Business Communication 3
<b>BUSICB05_T02</b>	Pitch - Business Communication 3

<b>Exam code: BUSICB05_T01 (Assignment Digital Magazine - Business Communication 3)</b>	
<b>Name (modular) exam</b>	Assignment Digital Magazine - Business Communication 3
<b>Code (modular) exam</b>	BUSICB05_T01
<b>Assessment criteria</b>	Writing: CEFR level B2 / 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.
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	V
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: BUSICB05_T02 (Pitch - Business Communication 3)</b>	
<b>Name (modular) exam</b>	Pitch - Business Communication 3
<b>Code (modular) exam</b>	BUSICB05_T02
<b>Assessment criteria</b>	Presenting: CEFR level B2 / 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.
<b>Exam format</b>	Presentation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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



## **COMINM02 (CCM\_New) - Communication in International Marketing**

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

<b>2. Content and organisation</b>	
<b>Professional task</b>	N.A.
<b>Exit qualifications / programme Learning Outcomes (PLO)</b>	Qualifications 1: Context & strategy Qualifications 4: Planning & organisation
<b>General description</b>	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 (which is to be handed in for English) to prove they have gained insight and are able to draw conclusions; - An advice.
<b>Cohesion</b>	BUC, LSC
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Coaching / Individual guidance Lecture Self-study Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Baines, P. Fill, C. Rosengren, S. Antonetti, P. (2017) Fundamentals of Marketing. Oxford University Press. ISBN: 9780198748571  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 edition) London: Sage Publication ISBN: 9781526418524

	Articles offered on #Onderwijs Online
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>COMINM02_T01</b>	Client Conversation - Communication in International Marketing
<b>COMINM02_T02</b>	Portfolio - Communication in International Marketing

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

<b>Exam code: COMINM02_T02 (Portfolio - Communication in International Marketing)</b>	
<b>Name (modular) exam</b>	Portfolio - Communication in International Marketing
<b>Code (modular) exam</b>	COMINM02_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	V
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	N.A. This is a new module to replace CCM_old.
<b>Date from which the SU will no longer be offered</b>	N.A.

## MEDIPR06 (CMP) - 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	<p>Moodboard shows connection to the magazine (images, colors, typography, composition)</p> <p>Own photography shows editorial and technical quality</p> <p>Selected colors match the concept/corporate style, are functional and well applied</p> <p>Selected typefaces match the concept/corporate style/target group and are well applied</p> <p>Layout is balanced, aligned, logo fits with concept and motivation is convincing.</p>
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.

<b>Exam code: MEDIPR06_T03 (Assignment - Media Production)</b>	
<b>Name (modular) exam</b>	Assignment - Media Production
<b>Code (modular) exam</b>	MEDIPR06_T03
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	

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

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

## PERPRD02 (CPP) – Personal Professional Development

Students who started the post-propaedeutic phase in September 2023 or before

1. General information	
Long English name of course	Personal Professional Development
Short English name of course	Personal Professional Development
Course code	PERPRD02
Degree programme and cluster	Communication Studies C-cluster
Teaching period	S1 and 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 #OnderwijsOnline.
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>PERPRD02_T01</b>	Portfolio – Personal Professional Development 3

<b>Exam code: PERPRD02_T01 (Personal Professional Development 3)</b>	
<b>Name (modular) exam</b>	Portfolio – Personal Professional Development 3
<b>Code (modular) exam</b>	PERPRD02_T01
<b>Assessment criteria</b>	<p>Student reflects on the quality of his own performance and the performance of his peers thoroughly and constructively</p> <p>Student reports on the issues in group work and describes how to manage those issues in written reports and group discussions</p> <p>Student writes an in depth reflection on his own professional development</p> <p>Student provides a visual presentation of his own personal branding</p> <p>Student demonstrates how to act in different business settings</p> <p>Student reflects on cultural differences and ethical topics in an audio visual product</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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



## LIFSKC02 – Life skills coaching 3

Students who started the post-propaedeutic phase in February 2024 or later

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 and 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 #OnderwijsOnline.
Required software / required materials	N.A.
Extra contributions	N.A.

<b>3. Examination</b>	
<b>PERPRD02_T01</b>	Portfolio – Life skills coaching 3

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

<b>Changes compared to last year</b>	
<b>Changes compared to last year</b>	This module replaces PERPRD02.
<b>Date from which the SU will no longer be offered</b>	N.A.

## DUTBSA03 (ECC3\_Dutch) - Dutch 3

1. General information	
<b>Long English name of course</b>	Dutch for Business 3: Internship in the Netherlands
<b>Short English name of course</b>	Dutch 3
<b>Course code</b>	DUTBSA03
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of Dutch on CEFR level A1 for business purposes, either by having passed IB1's ECCNED1A and ECCNED2A or by an entry test.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Communicate (verbally and in written) in Dutch at CEFR A2 - level.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Verbruggen, K. & Hoogvorst, W. (2017). Start.nl 2, Dutch for beginners (2nd ed.). Coutinho ISBN: 9789046903797
<b>Required software / required materials</b>	#OnderwijsOnline
<b>Extra contributions</b>	N.A.

3. Examination	
<b>DUTBSA03_T01</b>	Written Exam (BYOD) - Dutch 3
<b>DUTBSA03_T02</b>	Portfolio - Dutch 3

<b>Exam code: DUTBSA03_T01 (Written Exam (BYOD) - Dutch 3)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Dutch 3
<b>Code (modular) exam</b>	DUTBSA03_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student shows the ability to use correct grammar in short and simple sentences on level CEFR A2.</li> <li>- The student shows the ability to use simple and quite correct (business) vocabulary on level CEFR A2.</li> <li>- 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.</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	During exam review
<b>Other info</b>	N.A.

<b>Exam code: DUTBSA03_T02 (Portfolio - Dutch 3)</b>	
<b>Name (modular) exam</b>	Portfolio - Dutch 3
<b>Code (modular) exam</b>	DUTBSA03_T02
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student shows the ability to use correct grammar in short and simple sentences on level CEFR A2.</li> <li>- The student shows the ability to use simple and correct (business) vocabulary on level CEFR A2.</li> <li>- 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.</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## FREBSA03 (ECC3\_French) - French 3

1. General information	
<b>Long English name of course</b>	French for Business 3: Business Meeting
<b>Short English name of course</b>	French 3
<b>Course code</b>	FREBSA03
<b>Degree programme and cluster</b>	IB and CS C-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level A1+ for business purposes, either by having passed IB1's ECCFRA1A and ECCFRA2A or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in French at CEFR level A2.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Participation is highly recommended
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Material on #OnderwijsOnline and material distributed in class.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>FREBSA03_T01</b>	Business Meeting (Oral Exam) - French 3

<b>Exam code: FREBSA03_T01 (Business Meeting (Oral Exam) - French 3)</b>	
<b>Name (modular) exam</b>	Business Meeting (Oral Exam) - French 3
<b>Code (modular) exam</b>	FREBSA03_T01
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Pairs
<b>Assessment periods</b>	P1, P3, P4
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With the examiner upon request within one week after exam
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	No book anymore; only material on OnderwijsOnline.
<b>Date from which the SU will no longer be offered</b>	N.A.

## GERBSA03 (ECC3\_German) - German 3

For students starting German 3 in period 1 2023-2024 or before

1. General information	
<b>Long English name of course</b>	German for Business 3: Companies, Products, Markets
<b>Short English name of course</b>	German 3
<b>Course code</b>	GERBSA03
<b>Degree programme and cluster</b>	IB and CS C-cluster
<b>Teaching period</b>	P1
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	
<b>Prior knowledge</b>	The student has proven to possess an active command of German on CEFR level A1.2 for business purposes, either by having passed ISB's ECCDEU1A and ECCDEU2A or by positive advice upon an entry test.

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level A2.1 in the context described below.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	The student uses German as additional language orally and in writing preparing for CEFR level A2.1  The student prepares more complex professional products in German, orally and in writing. Grammar and vocabulary needed to master formulations are developed/repeated during the course through exercises, also including reading and listening assignments.  - Collecting detailed information in German about companies - Asking for and giving details about companies, products/services and markets: categories, key figures, structures, responsibilities, processes.
<b>Cohesion</b>	This study unit is the third 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
<b>Mandatory participation</b>	At least 80% active participation in classes and regular identifiable contribution to the project stages is required as input for the tailor-made parts of the written assessment as culminating result of the whole of the educational activities.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture

<b>Required literature / description of learning material</b>	<p>Required: Material and links published on OnderwijsOnline / MS TEAMS. Hand - Outs distributed during class. Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN: 9780521648608.</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch. ISBN: 978 - 3 - 12 - 517855 - 7 www.tatsachen - ueber - deutschland.de (German and English version).</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSA03_T01</b>	Portfolio - German 3
<b>GERBSA03_T01</b>	Written Exam (BYOD) - German 3

<b>Exam code: GERBSA03_T01 (Portfolio - German 3)</b>	
<b>Name (modular) exam</b>	Portfolio - German 3
<b>Code (modular) exam</b>	GERBSA03_T01
<b>Assessment criteria</b>	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	Participation & Portfolio

<b>Exam code: GERBSA03_T02 (Written Exam (BYOD) - German 3)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - German 3
<b>Code (modular) exam</b>	GERBSA03_T02
<b>Assessment criteria</b>	<p>The exam is based also on project products.</p> <p>The student</p> <ul style="list-style-type: none"> <li>- Applies vocabulary and idiom of the target language and target culture in the specific context correctly to understand written texts, preparing for CEFR level A2.1;</li> <li>- Applies structures for formulations in the target language in the specific business contexts correctly, preparing for CEFR level A2.1.</li> </ul>



	<p>Go / no - go</p> <ul style="list-style-type: none"> <li>- Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule;</li> <li>- Only candidates who obtained a “go” qualify for being admitted to the written exam;</li> <li>- The “go”/ “no - go” will be indicated in the progress system at the end of the lecture period;</li> <li>- Candidates who have enrolled for the written exam, but obtain a “no - go” are strongly advised to DIS - enrol themselves for that exam in order not to lose one of their annual enrolment options;</li> <li>- The final grade obtained in the written exam will be entered in the progress system on top of the indicator for “go” of the same period;</li> <li>- A candidate obtaining a “no - go” will have to start the study unit from the beginning;</li> <li>- A candidate obtaining a “go”, but either failing the written exam 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 exam opportunity at the latest;</li> </ul> <p>- Written exams during exam periods are based on project products, providing the candidate has obtained a “go” (see above).</p>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	No aids allowed, resources as included in the exam assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris.
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	Portfolio added
<b>Date from which the SU will no longer be offered</b>	Last classes will be offered in 2023-2024 P1.

## GERBSB03 - German 3

For students who start German 3 in period 3 2023-2024 or thereafter

1. General information	
<b>Long English name of course</b>	German 3 – Getting Along in German
<b>Short English name of course</b>	German 3
<b>Course code</b>	GERBSB03_German 3
<b>Degree programme and cluster</b>	IB and CS C-cluster
<b>Teaching period</b>	P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	Before entering German 3, the student has to have passed Portfolio and participation of German 1 and 2
<b>Prior knowledge</b>	See Entry Requirements

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level A2.1 in the general business - related settings.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	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 ECCDEU3C.8 is required.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	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

	<p>Webster, P. (1999) The German Handbook. Your guide to speaking and writing (2nd edition) Cambridge, Cambridge University Press ISBN 9780521648608</p> <p>Materials on # OnderwijsOnline</p> <p>Materials distributed in class</p> <p>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</p>
<b>Required software / required materials</b>	<p>Audio and video material via the link: <a href="http://www.klett-sprachen.de/daf-im-unternehmen-online">www.klett-sprachen.de/daf-im-unternehmen-online</a></p> <p>Klett Augmented App for both DaF im Unternehmen A1 + DaF im Unternehmen A2</p>
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSB03_T01</b>	Written exam (BYOD) – German 3
<b>GERBSB03_T02</b>	Portfolio – German 3
<b>GERBSB03_T03</b>	Participation – German 3

<b>Exam code: GERBSB03_T01 (Written exam (BYOD) – German 3)</b>	
<b>Name (modular) exam</b>	<b>Written exam (BYOD) – German 3</b>
<b>Code (modular) exam</b>	<b>GERBSB03_T01</b>
<b>Assessment criteria</b>	<p>The candidate:</p> <ul style="list-style-type: none"> <li>correctly applies vocabulary/idiom on A2.1 level in basic business - related settings</li> <li>correctly applies structures on A2.1 level in basic business - related settings correctly</li> <li>understands written texts on A2.1 level</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T3, T4
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	In ANS after scoring, depending on when the candidate did the assessment
<b>Other info</b>	N.A.

<b>Exam code: GERBSB03_T02 (Portfolio – German 3)</b>	
<b>Name (modular) exam</b>	<b>Portfolio – German 3</b>
<b>Code (modular) exam</b>	<b>GERBSB03_T02</b>
<b>Assessment criteria</b>	<p>Providing the candidate has met all requirements, the portfolio will be assessed on contents' coverage and depth.</p> <p>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.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual

<b>Assessment periods</b>	P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With the examiner upon request; application for review a week before the respective exam period's central review session.
<b>Other info</b>	N.A.

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

<b>Changes compared to last year</b>	
<b>Changes compared to last year</b>	This is a new study unit as of 2023-24 P3.
<b>Date from which the SU will no longer be offered</b>	

## SPABSA03 (ECC3\_Spanish) - Spanish 3

1. General information	
<b>Long English name of course</b>	Spanish for Business 3: How to use Spanish to find a job
<b>Short English name of course</b>	Spanish 3
<b>Course code</b>	SPABSA03
<b>Degree programme and cluster</b>	IB and CS C-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is A1+.
<b>Prior knowledge</b>	Spanish at CEFR level A1+.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level A2.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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+.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>SPABSA03_T01</b>	Written Exam (BYOD) Spanish 3
<b>SPABSA03_T02</b>	Portfolio - Spanish 3

<b>Exam code: SPABSA03_T01 (Written Exam (BYOD) Spanish 3)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) Spanish 3
<b>Code (modular) exam</b>	SPABSA03_T01
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: SPABSA03_T02 (Portfolio - Spanish 3)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 3
<b>Code (modular) exam</b>	SPABSA03_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3,
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The duration of exam ESP3A.2 has changed from 60 to 90 minutes.
<b>Date from which the SU will no longer be offered</b>	N.A.

## DUTBSA04 (ECC4\_Dutch) - Dutch 4

1. General information	
<b>Long English name of course</b>	Dutch for Business 4: Job interview: cover letter and CV
<b>Short English name of course</b>	Dutch 4
<b>Course code</b>	DUTBSA04
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 21 hours Expected self-study time: 49 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of Dutch on CEFR level A1 for business purposes, either by having passed IB1's ECCNED1A and ECCNED2A or by an entry test.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Communicate (verbally and in written) in Dutch at CEFR A2+ - level.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Yes, participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Verbruggen, K. & Hoogvorst, W. (2017). Start.nl 2, Dutch for beginners (2nd ed.). Coutinho ISBN: 9789046903797
<b>Required software / required materials</b>	OnderwijsOnline
<b>Extra contributions</b>	N.A.

3. Examination	
<b>DUTBSA04_T01</b>	Written Exam (BYOD) Dutch 4
<b>DUTBSA04_T02</b>	Portfolio - Dutch 4

<b>Exam code: DUTBSA04_T01 (Written Exam (BYOD) Dutch 4)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) Dutch 4
<b>Code (modular) exam</b>	DUTBSA04_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student shows the ability to use quite correct grammar in short and simple sentences on level CEFR A2+;</li> <li>- The student shows the ability to use simple and quite correct (business) vocabulary on level CEFR A2+;</li> <li>- 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.</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	During exam review
<b>Other info</b>	N.A.

<b>Exam code: DUTBSA04_T02 (Portfolio - Dutch 4)</b>	
<b>Name (modular) exam</b>	Portfolio - Dutch 4
<b>Code (modular) exam</b>	DUTBSA04_T02
<b>Assessment criteria</b>	<p>The student shows the ability to use quite correct grammar in short and simple sentences on level CEFR A2+.</p> <p>The student shows the ability to use simple and quite correct (business) vocabulary on level CEFR A2+.</p> <p>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.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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



## FREBSA04 (ECC4\_French) - French 4

1. General information	
<b>Long English name of course</b>	French for Business 4: Online Communication
<b>Short English name of course</b>	French 4
<b>Course code</b>	FREBSA04
<b>Degree programme and cluster</b>	IB and CS C-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level A1+ for business purposes, either by having passed IB1's ECCFRA1A and ECCFRA2A or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in French at CEFR level A2+
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Material on #OnderwijsOnline and material distributed in class.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

**FREBSA04\_T01** Wtitten Exam (BYOD) - French 4

<b>Exam code: FREBSA04_T01 (Wtitten Exam (BYOD) - French 4)</b>	
<b>Name (modular) exam</b>	Wtitten Exam (BYOD) - French 4
<b>Code (modular) exam</b>	FREBSA04_T01
<b>Assessment criteria</b>	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+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	No book anymore; only material provided in class and on OnderwijsOnline.
<b>Date from which the SU will no longer be offered</b>	N.A.

## GERBSA04 (ECC4\_German) - German 4

Students who started German 4 in period 2 2023-2024 or before

1. General information	
Long English name of course	German for Business 4: Professional Contacts
Short English name of course	German 4
Course code	GERBSA04
Degree programme and cluster	IB and CS C-cluster
Teaching period	P2
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	
Prior knowledge	The student has proven to possess an active command of German on CEFR level A2.1 for business purposes, either by having passed ISB's German 1 up to German 3 or by positive advice upon an entry test.

2. Content and organisation	
Professional task	Communicating in German at CEFR level A2.2 in the context described below.
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 uses German as additional language orally and in writing preparing for CEFR level A2.2 He/She prepares more complex professional products in German, using business communication skills in the target language in two business situations, a) professional telephoning b) composing business emails / business letters on CEFR level A2.2 for professional purposes. To master the situations the student will extend his/her vocabulary and idiom, but also apply appropriate language structures as well as cultural patterns of the target culture.
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 classes and continuous regular identifiable contribution to the project stages is required as input for the tailor-made parts of the written assessment as culminating result of the whole of the educational activities.
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Tutorial / Working lecture

<b>Required literature / description of learning material</b>	<p>Required: Material and links published on OnderwijsOnline / MS TEAMS Hand - Outs distributed during class Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN: 9780521648608</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch. ISBN: 978 - 3 - 12 - 517855 - 7</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSA04_T01</b>	Participation & Portfolio – German 4
<b>GERBSA04_T02</b>	Written Exam (BYOD) - German 4

<b>Exam code: GERBSA04_T01 (Participation &amp; Portfolio – German 4)</b>	
<b>Name (modular) exam</b>	Participation & Portfolio – German 4
<b>Code (modular) exam</b>	<b>GERBSA04_T01</b>
<b>Assessment criteria</b>	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P2
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	Portfolio includes participation.

<b>Exam code: GERBSA04_T02 (Written Exam (BYOD) - German 4)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - German 4
<b>Code (modular) exam</b>	GERBSA04_T02
<b>Assessment criteria</b>	<p>The exam is based also on project products.</p> <p>The candidate:</p> <ul style="list-style-type: none"> <li>- Applies vocabulary and idiom of the target language and target culture in the specific context correctly to understand written texts within the general context of CEFR level A2.2;</li> <li>- Applies patterns and rituals of the target culture in a way that is acceptable from the target culture's perspective;</li> <li>- Shows the ability to distinguish between target language's features of style and register in oral use compared to written use of the target language;</li> </ul>

	<p>- Applies structures for formulations in the target language in the specific business contexts correctly, preparing on CEFR level A2.2; - Applies formal aspects of written communication in the specific business contexts correctly.</p> <p>Go / no - go Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule.</p> <p>Only candidates who obtained a “go” qualify for being admitted to the written exam.</p> <p>The “go”/ “no - go” will be indicated in the progress system at the end of the lecture period. Candidates who have enrolled for the written exam, but obtain a “no - go” are strongly advised to DIS - enrol themselves for that exam in order not to lose one of their annual enrolment options!</p> <p>The final grade obtained in the written exam will be entered in the progress system on top of the indicator for “go” of the same period.</p> <p>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 written exam 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 exam opportunity at the latest.</p> <p>Written exam during exam periods are based on project products, providing the candidate has obtained a “go” (see above)</p>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	No aids allowed, resources as included in the exam assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	Portfolio added
<b>Date from which the SU will no longer be offered</b>	Last classes will be offered in 2023-2024 P2.

## GERBSB04 – German 4

For students who start German 4 in period 4 2023-2024 or thereafter

1. General information	
Long English name of course	Elective German 4 – Concluding the Basics in German
Short English name of course	Elective German
Course code	GERBSB04
Degree programme and cluster	IB and CS C-cluster
Teaching period	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	Before entering German 4, the student has to have passed at least the portfolio's of German 1, 2 and 3
Prior knowledge	See entry requirements

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)	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 uses German as additional language in various general professional settings orally preparing for CEFR level A2.2 Based on the 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 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 New code_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 # OnderwijsOnline 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
<b>Required software / required materials</b>	Audio and video material via the link: <a href="http://www.klett-sprachen.de/daf-im-unternehmen-online">www.klett-sprachen.de/daf-im-unternehmen-online</a> Klett Augmented App for both, DaF im Unternehmen A1 + DaF im Unternehmen A2
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSB04_T01</b>	Oral exam – German 4
<b>GERBSB04_T02</b>	Participation German 4

<b>Exam code: GERBSB04_T01 (Oral exam – German 4)</b>	
<b>Name (modular) exam</b>	Oral exam – German 4
<b>Code (modular) exam</b>	<b>GERBSB04_T01</b>
<b>Assessment criteria</b>	<p>Only candidates who - next to entry requirements - have passed <b>GERBSB04_T02 (Participation – German 4)</b> qualify for being admitted to this assessment.</p> <p>The candidate applies the target language for basic professional use on CEFR level A2.2 correctly with regards to:</p> <ul style="list-style-type: none"> <li>- standard German pronunciation</li> <li>- vocabulary/idiom</li> <li>- style/register</li> <li>- fluency</li> <li>- coherence</li> <li>- language structures</li> <li>- interaction</li> <li>- 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).</li> </ul> <p>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.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P4
<b>Duration exam</b>	20 minutes
<b>Permitted resources / aids</b>	Buchstabiertafel (German spelling table)
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With the examiner upon request; application for review a week before the respective exam period's central review session.
<b>Other info</b>	N.A.

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

<b>Changes compared to last year</b>	This is a new study unit as of 2023-24 P4
<b>Date from which the SU will no longer be offered</b>	



## SPABSA04 (ECC4\_Spanish) - Spanish 4

1. General information	
<b>Long English name of course</b>	Spanish for Business 4: How to Use Spanish to Enter the Market
<b>Short English name of course</b>	Spanish 4
<b>Course code</b>	SPABSA04
<b>Degree programme and cluster</b>	IB and CS C-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 21 hours Expected self-study time: 49 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is A2.
<b>Prior knowledge</b>	Spanish at CEFR level A2.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level A2+.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>SPABSA04_T01</b>	Written Exam (BYOD) - Spanish 4
<b>SPABSA04_T02</b>	Portfolio - Spanish 4

<b>Exam code: SPABSA04_T01 (Written Exam (BYOD) - Spanish 4)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Spanish 4
<b>Code (modular) exam</b>	SPABSA04_T01
<b>Assessment criteria</b>	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+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: SPABSA04_T02 (Portfolio - Spanish 4)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 4
<b>Code (modular) exam</b>	SPABSA04_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	No.
<b>Date from which the SU will no longer be offered</b>	N.A.

## D-cluster

### BUSICB06 (DBUC4) - 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 #OnderwijsOnline.
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, but a completed and improved CV and motivation letter are required to receive the grade.
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Written feedback and verbal comments from teacher / examiner and peers.
<b>Other info</b>	

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

## BUSICB07 (DBUC5) - 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 #OnderwijsOnline.
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
BUSICB07_T01	Professional Writing (BYOD) - Business Communication 5
BUSICB07_T02	Oral (Negotiating) - Business Communication 5

Exam code: BUSICB07_T01 (Professional Writing (BYOD) - Business Communication 5)	
Name (modular) exam	Professional Writing (BYOD) - Business Communication 5
Code (modular) exam	BUSICB07_T01
Assessment criteria	<p>Writing CEFR C1</p> <ul style="list-style-type: none"> <li>- The student can express him/herself in clear, well - structured text using advanced English.</li> <li>- The student can write about complex subjects while effectively underlining relevant information.</li> <li>- The student can use a style appropriate to the specified reader.</li> </ul>
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	Word 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	Written feedback.
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	<p>Speaking CEFR C1</p> <ul style="list-style-type: none"> <li>- The student can express him/herself fluently and spontaneously without much obvious searching for expressions</li> <li>- The student can use the language flexibly and effectively for social and professional purposes;</li> <li>- The student can formulate ideas and opinions with precision and relate their contribution skillfully to those of other speakers.</li> </ul> <p>Condition for assessment:</p> <ul style="list-style-type: none"> <li>- A completed portfolio;</li> <li>- This portfolio has to be handed in on time in week 6 and includes all four assignments and four times peer feedback. <b>If you fail to hand in a complete portfolio on time, you will receive an automatic 1,0 on your exam.</b></li> </ul>
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%

<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Written feedback and verbal comments from teacher / examiner and peers.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	Knock out criteria added
<b>Date from which the SU will no longer be offered</b>	N.A.

## CORCOA01 (DCO) - Corporate Communication in an Organizational Change

For students who started D-cluster in September 2023 or before

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	CORCOA01
Degree programme and cluster	CS, D-cluster D-cluster
Teaching period	P1 and P2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 7.5 EC  Scheduled contact time: 45 hours Expected self-study time: 165 hours Total assigned study load: 210 hours
Course entry requirements	C in CS1
Prior knowledge	Basic knowledge on organizational 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	<p>Change is an integral part of companies' development. The rapid changes of 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.</p> <p>In this study unit you will practice the following competences: Persuasion &amp; Commitment Connection &amp; Coaching</p> <p>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.</p>
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
<b>Required literature / description of learning material</b>	Study materials available on #OnderwijsOnline.
<b>Required software / required materials</b>	SPSS Statistics
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>CORCOA01_T01</b>	Written exam (BYOD) - Corporate Communication in an Organisational Change
<b>CORCOA01_T02</b>	Portfolio - Corporate Communication in an Organisational Change

<b>Exam code: CORCOA01_T01 (Written exam (BYOD) - Corporate Communication in an Organisational Change)</b>	
<b>Name (modular) exam</b>	Written exam (BYOD) - Corporate Communication in an Organisational Change
<b>Code (modular) exam</b>	CORCOA01_T01
<b>Assessment criteria</b>	The student knows and comprehends the concepts of change communication, internal communication, public relations and internal/external stakeholders.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	BYOD, ANS
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T2, T3
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: CORCOA01_T02 (Portfolio - Corporate Communication in an Organisational Change)</b>	
<b>Name (modular) exam</b>	Portfolio - Corporate Communication in an Organisational Change
<b>Code (modular) exam</b>	CORCOA01_T02
<b>Assessment criteria</b>	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.  Condition for assessment: On time submission; Correct references according to APA standards
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual, Group
<b>Assessment periods</b>	P1, P2, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5

<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The professional tasks and learning goals are added in the general description.
<b>Date from which the SU will no longer be offered</b>	February 2024

## CORCOA02 (DCO\_New) - Corporate Communication in an Organizational Change

For students who started D-cluster in February 2024 or thereafter

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	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	C in CS1
Prior knowledge	Basic knowledge on organizational 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	<p>Change is an integral part of companies' development. The rapid changes of 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.</p> <p>In this study unit you will practice the following competences:</p> <ul style="list-style-type: none"> <li>- Persuasion &amp; Commitment;</li> <li>- Connection &amp; Coaching.</li> </ul> <p>To achieve above competences, the following learning goals are formulated for this course:</p> <ul style="list-style-type: none"> <li>- The student knows and comprehends the concepts of change communication, internal communication, public relations, and internal/external stakeholders;</li> <li>- The student is able to analyse the communication problem;</li> <li>- The student is able to analyse the internal and external stakeholders;</li> <li>- The student is able to formulate research - based communication strategies to communicate the change for internal and external stakeholders;</li> <li>- The student is able to develop internal and external communication resources as part of the communication advice.</li> </ul>
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.

<b>Activities and/or instructional formats</b>	Coaching / Individual guidance Lecture Self-study Seminar / Tutorial / Working lecture Workshop
<b>Required literature / description of learning material</b>	Study materials available on #OnderwijsOnline.
<b>Required software / required materials</b>	
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>CORCOA02_T01</b>	Written exam (BYOD)- Corporate Communication in an Organisational Change
<b>CORCOA02_T02</b>	Portfolio - Corporate Communication in an Organisational Change

#### Exam code: CORCOA02\_T01 (Written exam (BYOD) - Corporate Communication in an Organisational Change)

<b>Name (modular) exam</b>	Portfolio - Corporate Communication in an Organisational Change
<b>Code (modular) exam</b>	CORCOA02_T01
<b>Assessment criteria</b>	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  Condition for assessment: - On time submission; - Correct references according to APA standards.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P3, P4, P5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

#### Exam code: CORCOA02\_T02 (Portfolio - Corporate Communication in an Organisational Change)

<b>Name (modular) exam</b>	Portfolio - Corporate Communication in an Organisational Change
<b>Code (modular) exam</b>	CORCOA02_T02
<b>Assessment criteria</b>	- The campaigns communicate the key message in an attractive way aimed for 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.  Condition for assessment: On time submission
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	EC changes from 7.5 to 5 EC  The written exam is taken out.  The portfolio exam is split into 2 exams: individual portfolio (strategy development assignments) and group portfolio (design assignments).
<b>Date from which the SU will no longer be offered</b>	N.A.

## COMVII01 (DPD) – Company visit & Integrated test

1. General information	
Long English name of course	Company visit & Integrated test
Short English name of course	Company visit & Integrated test
Course code	COMVII01
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 (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	
COMVII01_T01	Oral exam – Life skills coaching 4

<b>Exam code: COMINII01_T01 (Oral exam – Life skills coaching 4)</b>	
<b>Name (modular) exam</b>	Oral exam – Life skills coaching 4)
<b>Code (modular) exam</b>	COMVII01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Student reflects on the quality of his own performance and the performance of his peers thoroughly and constructively;</li> <li>- Student reports on the issues in group work and describes how to manage those issues in written reports and group discussions;</li> <li>- Student reflects on his own professional development.</li> </ul>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## RESCUJ03 (DRC) - Research Customer Journey

For students started D-cluster in September 2023 or before

1. General information	
Long English name of course	Research Customer Journey
Short English name of course	Research Customer Journey
Course code	RESCUJ03
Degree programme and cluster	Communication Studies D-cluster D-cluster
Teaching period	P1 and P2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 7.5 EC  Scheduled contact time: 27 hours Expected self-study time: 183 hours Total assigned study load: 210 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 6: Connecting & facilitation
General description	<p>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.</p> <p>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 the 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.</p> <p>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).</p>
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	<p>Saunders, M., Lewis, P. &amp; Thornhill, A. (2019). Research methods for business students (8th ed.). Pearson. ISBN: 9781292208787</p> <p>or</p> <p>Gray, D.E. (2017) Doing research in the real world (4th ed.) London: Sage Publication ISBN 9781526418524</p>



	Extra study materials will be available on #OnderwijsOnline
<b>Required software / required materials</b>	Working with Google Analytics, Hootsuite, FB Advertising
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>RESCUJ03_T01</b>	Portfolio - Research Customer Journey
<b>RESCUJ03_T02</b>	Oral Exam - Research Customer Journey

<b>Exam code: RESCUJ03_T01 (Portfolio - Research Customer Journey)</b>	
<b>Name (modular) exam</b>	Portfolio - Research Customer Journey
<b>Code (modular) exam</b>	RESCUJ03_T01
<b>Assessment criteria</b>	<p>Student designs a persona that illustrates the customers deep needs &amp; drives as derived from the customer empathy map analysis.</p> <p>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)</p> <p>Student applies a set of tools to discover, monitor, and improve processes based on data and plots this data on a map. (MINING)</p> <p>Student develops a communication strategy for touch point(s) and substantiates why this concept has A+ potential. (MAKING)</p> <p>Condition for assessment:  - Fluent Business English;  - APA compliant.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: RESCUJ03_T02 (Oral Exam - Research Customer Journey)</b>	
<b>Name (modular) exam</b>	Oral Exam - Research Customer Journey
<b>Code (modular) exam</b>	RESCUJ03_T02
<b>Assessment criteria</b>	<p>Student can translate the research results into a convincing advice for a client</p> <p>Student can convincingly present the advice.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P2, P3
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	Group portfolio
<b>Minimum result</b>	5.5

<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	February 2024

## RESCUJ04 (DRC\_New) - Research Customer Journey

(For students started D-cluster in February 2024 or thereafter)

1. General information	
Long English name of course	Research Customer Journey
Short English name of course	Research Customer Journey
Course code	RESCUJ04
Degree programme and cluster	Communication Studies D-cluster D-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: 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 6: Connecting & facilitation
General description	<p>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.</p> <p>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 the 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.</p> <p>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).</p>
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	<p>Saunders, M., Lewis, P. &amp; Thornhill, A. (2019). Research methods for business students (8th ed.). Pearson. ISBN: 9781292208787</p> <p>or</p> <p>Gray, D.E. (2017) Doing research in the real world (4th ed.) London: Sage Publication ISBN 9781526418524</p>

	Extra study materials will be available on #OnderwijsOnline
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>RESCUJ04_T01</b>	Portfolio - Research Customer Journey
<b>RESCUJ04_T02</b>	Oral Exam - Research Customer Journey

<b>Exam code: RESCUJ04_T01 (Portfolio - Research Customer Journey)</b>	
<b>Name (modular) exam</b>	Portfolio - Research Customer Journey
<b>Code (modular) exam</b>	RESCUJ04_T01
<b>Assessment criteria</b>	<p>Student designs a persona that illustrates the customers deep needs &amp; drives as derived from the customer empathy map analysis.</p> <p>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)</p> <p>Student applies a set of tools to discover, monitor, and improve processes based on data and plots this data on a map. (MINING)</p> <p>Student develops a communication strategy for touch point(s) and substantiates why this concept has A+ potential. (MAKING)</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Exam code: RESCUJ04_T02 (Oral Exam - Research Customer Journey)</b>	
<b>Name (modular) exam</b>	Oral Exam - Research Customer Journey
<b>Code (modular) exam</b>	RESCUJ04_T02
<b>Assessment criteria</b>	<p>Student can translate the research results into a convincing advice for a client</p> <p>Student can convincingly present the advice.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	Group portfolio
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris

<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	N.A. This is a new module to replace RESCUJ03
<b>Date from which the SU will no longer be offered</b>	N.A.

## DUTBSA05 (ECC5\_Dutch) - Dutch 5

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	Dutch for Business 5: Telephoning and Business Presentations
<b>Short English name of course</b>	Dutch 5
<b>Course code</b>	DUTBSA05
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of Dutch on CEFR level A2 for business purposes.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Dutch at CEFR level B1.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Bekkers, L. & Mennen, S. (2019). Ter zake: Zakelijk Nederlands voor anderstaligen (9th ed.). Intertaal. ISBN 9789054510277  Other study materials will be provided on #OnderwijsOnline.
<b>Required software / required materials</b>	#OnderwijsOnline
<b>Extra contributions</b>	N.A.

3. Examination	
<b>DUTBSA05_T01</b>	Written Exam (BYOD) - Dutch 5
<b>DUTBSA05_T02</b>	Portfolio - Dutch 5

<b>Exam code: DUTBSA05_T01 (Written Exam (BYOD) - Dutch 5)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Dutch 5
<b>Code (modular) exam</b>	DUTBSA05_T01
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	During exam review
<b>Other info</b>	N.A.

<b>Exam code: DUTBSA05_T02 (Portfolio - Dutch 5)</b>	
<b>Name (modular) exam</b>	Portfolio - Dutch 5
<b>Code (modular) exam</b>	DUTBSA05_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## FREBSA05 (ECC5\_French) - French 5

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	French for Business 5: Job Application and Business Culture
<b>Short English name of course</b>	French 5
<b>Course code</b>	FREBSA05
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level A2+ for business purposes, either by having passed French 1 up to French 4, or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in French at CEFR level B1
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study materials published on #OnderwijsOnline.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.



3. Examination	
<b>FREBSA05_T01</b>	Job Application and Business Culture – French 5

<b>Exam code: FREBSA05_T01 (Job Application and Business Culture – French 5)</b>	
<b>Name (modular) exam</b>	Job Application and Business Culture – French 5
<b>Code (modular) exam</b>	FREBSA05_T01
<b>Assessment criteria</b>	<p>The student:</p> <ul style="list-style-type: none"> <li>- Presents himself/herself in a job interview in French;</li> <li>- Brings his/her French CV and French job offer to the exam (knock - out criterion);</li> <li>- Discusses his/her experience, education, strengths and weaknesses in French;</li> <li>- Answers questions, even unexpected ones, during a French job interview in an appropriate, professional fashion;</li> <li>- Uses correct CEFR - level B1 French grammar, vocabulary, pronunciation, formal style and polite tone;</li> <li>- Understands crucial cultural aspects of the French - speaking world and is able to take these into account during a job interview.</li> </ul> <p>Condition for assessment:</p> <ul style="list-style-type: none"> <li>- The student brings his/her CV in French to the exam;</li> <li>- The student has sent a suitable French internship/job vacancy to the lecturer in the days prior to the exam.</li> </ul>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With the examiner upon request within one week after exam
<b>Other info</b>	N.A.

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

## SPABSA05 (ECC5\_Spanish) - Spanish 5

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	Spanish for Business 5: How to use Spanish in online communication
<b>Short English name of course</b>	Spanish 5
<b>Course code</b>	SPABSA05
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is A2+.
<b>Prior knowledge</b>	Spanish at CEFR level A2+.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level B1.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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+.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All study materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All study materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>SPABSA05_T01</b>	Written Exam (BYOD) - Spanish 5
<b>SPABSA05_T02</b>	Portfolio - Spanish 5

<b>Exam code: SPABSA05_T01 (Written Exam (BYOD) - Spanish 5)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Spanish 5
<b>Code (modular) exam</b>	SPABSA05_T01
<b>Assessment criteria</b>	- 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.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: SPABSA05_T02 (Portfolio - Spanish 5)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 5
<b>Code (modular) exam</b>	SPABSA05_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The duration of exam ESP5A.2 has changed from 60 to 90 minutes.
<b>Date from which the SU will no longer be offered</b>	N.A.

## GERBSA05 (ECC5\_German) - German 5

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	Elective German for Business 5: The Working World & Job Application
<b>Short English name of course</b>	Elective German 5
<b>Course code</b>	GERBSA05
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	
<b>Prior knowledge</b>	The student has proven to possess an active command of German on GEFR level A2.2 for business purposes, either by having participated in ISB's German 1 up to German 4 or by positive advice upon an entry test.

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level B1.1 in the specific context of working world and job application.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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 world of work in general and the job market in particular 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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	At least 80% active participation in classes and continuous identifiable contribution to the project stages is required as input for the tailor-made parts of the written assessment as culminating result of the whole of the educational activities.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Required: Material and links published on OnderwijsOnline / MS TEAMS Hand - Outs distributed during class

	<p>Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN: 9780521648608</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch, ISBN: 978 - 3 - 12 - 517855 - 7</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSA05_T01</b>	Participation & Portfolio – German 5
<b>GERBSA05_T02</b>	Written exam (BYOD) – German 5

<b>Exam code: GERBSA05_T01 (Participation &amp; Portfolio – German 5)</b>	
<b>Name (modular) exam</b>	Participation & Portfolio – German 5
<b>Code (modular) exam</b>	GERBSA05_T01
<b>Assessment criteria</b>	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	Portfolio includes participation.

<b>Exam code: GERBSA05_T02 (Written exam (BYOD) – German 5)</b>	
<b>Name (modular) exam</b>	Written exam (BYOD) – German 5
<b>Code (modular) exam</b>	<b>GERBSA05_T02</b>
<b>Assessment criteria</b>	<p>The exam is also based on project products.</p> <p>The candidate shows that he/she:</p> <ul style="list-style-type: none"> <li>- Can apply the target language and target culture's rituals on B1.1 level (structures, register, also specific vocabulary/idiom) to understand texts in the context of working life and job application, to describe features of the working world, to individually write Lebenslauf (c.v.), and Anschreiben (letter of application) and to master telephone and face - to - face contacts among which both roles in a job interview, meeting the target culture's specific requirements also with regards to formal (behavioural) aspects,</li> <li>- Knows how to compose a "Bewerbungsmappe" (Job application folder).</li> </ul> <p>Go / no - go</p>

	<p>Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule.</p> <p>Only candidates who obtained a “go” qualify for being admitted to the written exam.</p> <p>The “go”/ “no - go” will be indicated in the progress system at the end of the lecture period. Candidates who have enrolled for the written exam, but obtain a “no - go” are strongly advised to DIS - enrol themselves for that exam in order not to lose one of their annual enrolment options!</p> <p>The final grade obtained in the written exam will be entered in the progress system on top of the indicator for “go” of the same period.</p> <p>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 written exam 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 exam opportunity at the latest.</p> <p>Written exam during exam periods are based on project products, providing the candidate has obtained a “go” (see above)</p>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	BYOD, ANS
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	No aids allowed, resources as included in the exam assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris.
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	Last classes will be offered in 2023-2024 P3.

## DUTBSA06 (ECC6\_Dutch) - Dutch 6

Students starting D-cluster in February 2024 or thereafter

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 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 Dutch on CEFR level A2 for business purposes.
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)	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	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 #OnderwijsOnline.
Required software / required materials	#OnderwijsOnline
Extra contributions	N.A.

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

<b>Exam code: DUTBSA06_T01 (Written Exam (BYOD) - Dutch 6)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Dutch 6
<b>Code (modular) exam</b>	DUTBSA06_T01
<b>Assessment criteria</b>	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+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	During exam review
<b>Other info</b>	N.A.

<b>Exam code: DUTBSA06_T02 (Portfolio - Dutch 6)</b>	
<b>Name (modular) exam</b>	Portfolio - Dutch 6
<b>Code (modular) exam</b>	DUTBSA06_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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



## FREBSA06 (ECC6\_French) - French 6

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	French for Business 6: Telephone French
<b>Short English name of course</b>	French 6
<b>Course code</b>	FREBSA06
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level A2+ for business purposes, either by having passed French 1 up to French 4, or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in French at CEFR level B1+.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study materials published on #OnderwijsOnline
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>FREBSA06_T01</b>	Oral exam – French 6

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

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

## SPABSA06 (ECC6\_Spanish) - Spanish 6

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	Spanish for Business 6: How to use Spanish to explore the external environment
<b>Short English name of course</b>	Spanish 6
<b>Course code</b>	SPABSA06
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is B1.
<b>Prior knowledge</b>	Spanish at CEFR level B1.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level B1+.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All study materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All study materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>SPABSA06_T01</b>	Written Exam (BYOD) - Spanish 6
<b>SPABSA06_T02</b>	Portfolio - Spanish 6

<b>Exam code: SPABSA06_T01 (Written Exam (BYOD)- Spanish 6)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD)- Spanish 6
<b>Code (modular) exam</b>	SPABSA06_T01
<b>Assessment criteria</b>	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+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: SPABSA06_T02 (Portfolio - Spanish 6)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 6
<b>Code (modular) exam</b>	SPABSA06_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The duration of exam ESP6A.2 has changed from 60 to 90 minutes.
<b>Date from which the SU will no longer be offered</b>	N.A.

## GERBSA06 (ECC6B\_German) - German 6

Students starting D-cluster in February 2024 or thereafter

1. General information	
<b>Long English name of course</b>	Elective German for Business 6: Marketing Special: Trade Fairs
<b>Short English name of course</b>	German 6
<b>Course code</b>	GERBSA06
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	
<b>Prior knowledge</b>	The student has proven to possess an active command of German on GEFR level B1.1 for business purposes, either by having participated in ISB's German 1 up to German 5 or by positive advice upon an entry test.

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level B1.2 in the specific context of marketing, especially tasks related to trade fair settings.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	The student develops and applies German as additional language in oral and written product specifically in settings of marketing in general and trade fair in particular preparing for CEFR level B1.2  The student develops insight into the specific structures and perceptions regarding marketing in particular 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 tasks in marketing and trade fair as well as chairing and participating in meetings.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	At least 80% active participation in classes and continuous regular identifiable contribution to the project stages is required as input for the tailor-made final oral assessment as culminating result of the whole of the educational activities.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture

<b>Required literature / description of learning material</b>	<p>Required: Material and links published on OnderwijsOnline / MS TEAMS. Hand - Outs distributed during class. Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN 9780521648608.</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch – Deutsch. ISBN: 978 - 3 - 12 - 517855 - 7 www.tatsachen - ueber - deutschland.de (German and English version!)</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>GERBSA06_T01</b>	Participation & Portfolio – German 6
<b>GERBSA06_T01</b>	Oral exam - German 6

<b>Exam code: GERBSA06_T01 (Participation &amp; Portfolio – German 6)</b>	
<b>Name (modular) exam</b>	Participation & Portfolio – German 6
<b>Code (modular) exam</b>	<b>GERBSA06_T01</b>
<b>Assessment criteria</b>	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group and Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	Portfolio includes participation. Group work, to be lodged individually.

<b>Exam code: GERBSA06_T02 (Oral exam - German 6)</b>	
<b>Name (modular) exam</b>	Oral exam - German 6
<b>Code (modular) exam</b>	GERBSA06_T02
<b>Assessment criteria</b>	<p>Contents:</p> <p>Based on own material written and oral material produced, the candidate shows that he/she is able to apply the target language on CEFR level B1.2:</p> <ul style="list-style-type: none"> <li>- To conduct telephone and face - to - face conversations</li> <li>- To develop trade fair communication material</li> <li>- To present products and companies</li> <li>- To explain processes</li> <li>- To explain and defend decision making</li> <li>- To express feedback/feedforward</li> </ul> <p>Assessment criteria:</p>

	<ul style="list-style-type: none"> <li>- Completeness of the self - developed input;</li> <li>- Fluency of oral production (CEF B1.2);</li> <li>- Pronunciation (CEFR B1.2);</li> <li>- General vocabulary/idiom (CEFR B1.2);</li> <li>- Specific vocabulary/idiom;</li> <li>- Level of morpho - syntactical structures mastered (CEFR B1.2);</li> <li>- Explicit interaction (partner - oriented formulations);</li> <li>- Contents (in line with assignments &amp; function of the products, and depth);</li> </ul> <p>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 oral assessment</p> <p>The “go”/ “no - go” will be indicated in the progress system at the end of the lecture period. Candidates who have enrolled for the oral 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 assessment 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 assessment 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 in pairs or small sub - groups based on project products and processes during exam periods, providing the candidate has obtained a “go” (see above)</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	No aids allowed, resources as included in the exam assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris for the enrolment period. Re-sit / catch-up candidates who obtained a "go" in a previous lecture period are to provide their input with the examiner by the new enrolment deadline again.
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.
<b>Changes compared to last year</b>	
<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	Last classes will be offered in 2023-2024 P4.

## F-cluster

### THIYEI01 (FTI) - Third year Internship

1. General information	
Long English name of course	Third year Internship
Short English name of course	Third year Internship
Course code	THIYEI01
Degree programme and cluster	IB and CS F-cluster
Teaching period	S1 and S2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 30 EC  Scheduled contact time: 40 hours Expected self-study time: 800 hours Total assigned study load: 840 hours
Course entry requirements	- See thresholds for entering the third year of IB or CS in Part 1, Ch. 3.2 - An approval for the internship proposal.
Prior knowledge	
2. Content and organisation	
Professional task	Working in an international organisation on various business related tasks to experience the daily practices in a professional environment
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 2: Target group & behaviour Qualifications 3: Concept & creation Qualifications 4: Planning & organisation Qualifications 5: Persuasion & commitment Qualifications 6: Connecting & facilitation
General description	By working within an international business environment the student will: - Acquire work experience in a professional environment; - Acquire intercultural experience; - Acquire insight in the company's Corporate Social Responsibility policy; - Intensify his/her knowledge on specific business subjects; - Develop his/her research skills; - Develop his/her social, collaboration skills; - Develop his/her personal and professional skills;  Students will be coached during the FTI process by their supervisor. Additionally, kick - off sessions and Q &A sessions are offered.
Cohesion	N.A.
Mandatory participation	With a study load of 840 hours in 21 weeks, the FTI a full-time program/ workweek. Since internship organisations expect students to focus 100% on their internship tasks/projects, students cannot combine the FTI with other study units.
Maximum number of participants	1
Compensation options	N.A.
Activities and/or instructional formats	Internship / traineeship



<b>Required literature / description of learning material</b>	N.A.
<b>Required software / required materials</b>	Teams, OnderwijsOnline
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>THIYEI01_T01</b>	Portfolio - Third year Internship

<b>Exam code: THIYEI01_T01 (Portfolio - Third year Internship)</b>	
<b>Name (modular) exam</b>	Portfolio - Third year Internship
<b>Code (modular) exam</b>	THIYEI01_T01
<b>Assessment criteria</b>	<p>The student's performance will be assessed based on:</p> <ol style="list-style-type: none"> <li>1. The relevance, added value and complexity of the professional product(s) for the organization and to what extent they are executed autonomously by the student and</li> <li>2. The following performance areas: <ul style="list-style-type: none"> <li>- Entrepreneurial behavior with innovative and creative capacity;</li> <li>- Collaborative capacity;</li> <li>- Reflective capacity;</li> <li>- Intercultural capacity;</li> <li>- Investigative capacity.</li> </ul> </li> </ol> <p>Entry requirement for the Criterion Based Interview (CBI) is a complete &amp; sufficient portfolio</p> <p>Condition for assessment:</p> <ul style="list-style-type: none"> <li>- Portfolio: an interim appraisal in week 10/11;</li> <li>- Professional business English;</li> <li>- All ISB deliverables included in the appendix</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via supervisor
<b>Other info</b>	<p>The portfolio includes assignments/professional product, performance and oral.</p> <p>In case of:</p> <ul style="list-style-type: none"> <li>- A portfolio which does not meet the conditions for assessment, the student can repair this within 3 work days. If it meets the requirements, assessment can start, otherwise the student will be graded as not having handed in a portfolio in time.</li> <li>- No portfolio has been handed in in time - - &gt; grade 1 in Osiris - &gt; resit within 2 weeks</li> <li>- An insufficient portfolio** - - &gt; grade 4 in Osiris - - &gt; resit within 2 weeks after feedback*</li> <li>- An insufficient final grade after the interview - - &gt; grade 4 in Osiris - - &gt; resit within 2 weeks after feedback*. The supervisor decides if the portfolio and/or the CBI need(s) to be resit.</li> </ul>

	<p>- A sufficient final grade after the interview but student believes a higher grade can be achieved - - &gt; actual grade in Osiris - - &gt; resit only possible if this grade was given without any previous repairs and/or resits during this internship. The resit takes place within 2 weeks and is based on the feedback given during CBI only. The portfolio needs to be improved: it is stated clearly what should be improved and student motivates why a higher grade is justifiable. Next to that another CBI needs to take place.</p> <p>- An insufficient grade for the resit - - &gt; grade 4 in Osiris (= 2nd attempt) - - &gt; retake of complete internship within other organisation.</p> <p>*Standard resit period is 2 weeks. Unless in consultation with the supervisor a deviating resit period has been agreed on, based on the tailored individual situation</p> <p>**insufficient portfolio = more than 1 of the criteria scores 1.</p> <p>Duration exam: Final CBI 60 minutes (including a pitch, 30 - 40 minute - interview and assessment, motivation)</p>
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<b>Changes compared to last year</b>	KO criteria added
<b>Date from which the SU will no longer be offered</b>	N.A.

## G-cluster

### CAPSED18 (GCS) - Capita Selecta - Creative Execution and Design Thinking

1. General information	
Long English name of course	Capita Selecta _ Creative Execution and Design Thinking.
Short English name of course	Capita Selecta
Course code	CAPSED18
Degree programme and cluster	CS G-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 2: Target group & behaviour Qualifications 3: Concept & creation Qualifications 5: Persuasion & commitment
General description	<p>The Capita Selecta module consists of two parts: Creative Execution and Design Thinking. A brief description of both follows below.</p> <p>This part consist of 1 module: Feature writing. In this study unit students are going to analyse, conceive, write, edit, and produce a feature for a specific target group. Students can relate to the communication professional by analysing trends in society. Students can reflect on their own professional and creative contribution and on the contribution of their peers.</p> <p>Feature Writing Individually students will write text material - editorials and features - for publication. Topics / features will relate to trends in communication and to the editorial concept of the group's magazine; also, they will reflect on the student's personal views, experience and research, and will be focused on a specific target audience.</p> <p>Design Thinking The students will analyze and define a problem according to the relevant literature and market and generate creative ideas around the problem, with the help of personas, role objectives challenges and pain points. They will use online platforms for prototyping, mockups and/or storyboards. The prototypes will be tested to seek feedback. Lastly, the students will put their vision into effect. The final prototype should exhibit the competencies.</p>
Cohesion	N.A.
Mandatory participation	Yes
Maximum number of participants	N.A.
Compensation options	N.A.
Activities and/or instructional formats	Seminar / Working lectures

<b>Required literature / description of learning material</b>	Recommended literature: Tanner, S., Richardson, N., & Kasinger, M. (2003). Feature Writing: Telling the Story. Oxford University Press.
<b>Required software / required materials</b>	Figma, proto.io, lego serious play, lego digital designer, adobe suite
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>CAPSED18_T01</b>	Portfolio Feature writing - Capita Selecta
<b>CAPSED18_T02</b>	Assignment Design Thinking - Capita Selecta

<b>Exam code: CAPSED18_T01 (Portfolio Feature writing - Capita Selecta)</b>	
<b>Name (modular) exam</b>	Portfolio Feature writing - Capita Selecta
<b>Code (modular) exam</b>	CAPSED18_T01
<b>Assessment criteria</b>	Feature Writing Students can express themselves in clear, smoothly - flowing, well - structured text, expressing points of view at some length. Students can write articles about complex subjects, underlining what they consider to be salient issues. Students can select a style appropriate to the reader in mind (CEFR writing C1+). The student can apply theory and writing techniques discussed in class. The student can review the work of their peers.  Peer review is part of the student's portfolio.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N.A.
<b>Other info</b>	N.A.

<b>Exam code: CAPSED18_T02 (Portfolio Design Thinking - Capita Selecta)</b>	
<b>Name (modular) exam</b>	Assignment Design Thinking - Capita Selecta
<b>Code (modular) exam</b>	CAPSED18_T02
<b>Assessment criteria</b>	Students need to come up with a problem of a real company that knows or heard about or searched for. In the first week, they need to analyze this problem, based on the first step of the design thinking process (Definition week). A short written report/ infographic, figure, and table are some of the acceptable formats. [1st deliverable] During week 2 they need to create the compassion canvas for their target group, using any of the existing methods for Persona analysis and empathy map (Empathy week) [2nd deliverables] During week 3 they brainstorm with their colleagues and come up with a theoretical solution to the aforementioned problem of the first phase (Ideation). Acceptable formats are any tool from the aforementioned toolset above (written report/ infographic, figure, and table). [3rd deliverable] During week 4 they will start building their prototype using any tool they want. Digital (figma, proto, lego prototypes, etc.) Students are free to

	<p>create hands - on prototypes by using any tool (lego, gamification toys, digital designers, digital prototypes tools, etc). [4th deliverable]  During week 5 they will test their prototypes and get feedback from their peers (testing). [5th deliverable]  During the last week, they will correct/ improve their prototype and finalize their solution (implementing) [6th deliverable]  ** Deliverables 4,5 and 6 can be links to the tool or screenshots, xd adobe, photoshop, written report (for feedback given and taken).</p> <p>Condition for assessment:  - One or more of the deliverables is not delivered;  - APA style when needed;  - Academic English.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	50%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N.A.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	<ul style="list-style-type: none"> <li>- From individual to group</li> <li>- Assessment criteria updated</li> <li>- Knock-out criteria added</li> <li>- Required software added</li> </ul>
<b>Date from which the SU will no longer be offered</b>	N.A.

## GLOTRI01 (GGT) - Global Trends in Internal Communication

1. General information	
Long English name of course	Global Trends in Internal Communication
Short English name of course	Global Trends in Internal Communication
Course code	GLOTRI01
Degree programme and cluster	Communication Studies, G-cluster G-cluster
Teaching period	P1 and P3
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	Students have successfully passed: Essentials of an Organisation (BES - EOR) and Communication in an Organisational Change (DCO - OIC)
Prior knowledge	Basic knowledge on internal communication theories and organizational theories.

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 5: Persuasion & commitment Qualifications 6: Connecting & facilitation
General description	Internal communication (IC), over the past decade, has become one of the fastest - growing specialisations in public relations and communication management. As a communication professional it is important to keep up with the latest developments in this key area of communication practice. Which roles do internal communication professionals play in the organisation? What are the emerging internal communication issues faced by organisations? How should a company/organisation adopt these trends to improve its internal communication? In this module students analyze topical global trends in internal communication and develop a vision regarding one of the IC trends based on literature. Furthermore, they learn how to conduct their role as a strategic partner for the management by advising and convincing/persuading them to adopt a new IC strategy that is relevant for the company.
Cohesion	This module is related to these modules: 1. Essentials of an Organisation 2. Communication in an Organisational Change
Mandatory participation	No
Maximum number of participants	N.A.
Compensation options	For both modular exams, the minimum grade is 5,5. Students may only participate in the advice meeting if the whitepaper grade meets the threshold.
Activities and/or instructional formats	Coaching / Individual guidance Guest lecture Self-study Seminar / Tutorial / Working lecture Workshop

	Seminar / Tutorial / Working lecture, Coaching / Individual guidance, Guest lecture, Workshop, Self-study
<b>Required literature / description of learning material</b>	<p>Literature on Internal Communication theories</p> <ul style="list-style-type: none"> <li>- Pološki Vokić, N., Rimac Bilušić, M. and D. Najjar, D. (2021), Building organizational trust through internal communication, Corporate Communications: An International Journal, Vol. 26 No. 1, pp. 70 - 83. <a href="https://doi.org/10.1108/CCIJ - 01 - 2020 – 0023">https://doi.org/10.1108/CCIJ - 01 - 2020 – 0023</a></li> <li>- Ruck, K. and Yaxley, H. (2016), Tracking the rise and rise of internal communication from the 1980s, in Ruck, K. (Ed.), Exploring Internal Communication: Towards Informed Employee Voice (3rd ed.), Routledge, New York, NY, pp. 3 - 13.</li> <li>- Verčič, A.T. (2021). The impact of employee engagement, organisational support and employer branding on internal communication satisfaction, Public Relations Review, Volume 47, Issue 1, pp. 1 – 7</li> <li>- Verčič, A.T., Verčič, D. and Sriramesh, K. (2012), Internal communication: Definition, parameters, and the future, Public Relations Review, Vol. 38 No. 2, pp. 223 - 230.</li> <li>- Welch, M., &amp; Jackson, P. R. (2007). Rethinking internal communication: a stakeholder approach. Corporate communications: An international journal, Vol. 12 No.2, pp.177 - 198.</li> </ul> <p>Reports on IC trends</p> <p>Asia - Pacific Communication Monitor 2020/2021, published by Asia - Pacific Associations of Communication Directors and EUPRERA: APCM - 2020 - 21 - Report.pdf</p> <p>European Communication Monitor 2022 by EUPRERA: European Communication Monitor 2022.pdf</p> <p>State of the Sector 2022 The Definitive Global Survey of the internal communication and employee engagement landscape, by Gallagher: state - of - the - sector - 2022.pdf</p> <p>The Evolving Internal Communicator: A Guide to 2023, by Staffbase and Ragan: The Evolving Internal Communicator - A Guide to 2023.pdf</p> <p>IC associations website</p> <ol style="list-style-type: none"> <li>1. IC Kollektif: <a href="https://www.ickollektif.com/">https://www.ickollektif.com/</a></li> <li>2. European Association for internal communication: <a href="http://feiea.eu/feiea/wp/about-feiea/">http://feiea.eu/feiea/wp/about-feiea/</a></li> <li>3. The Institute of Internal Communication: <a href="https://www.ioic.org.uk/">https://www.ioic.org.uk/</a></li> <li>4. Asia - Pacific Communication Monitor: <a href="http://www.communicationmonitor.asia/">http://www.communicationmonitor.asia/</a></li> </ol>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>GLOTRI01_T01</b>	White paper - Global Trends in Internal Communication
<b>GLOTRI01_T02</b>	Advice meeting - Global Trends in Internal Communication
<b>Exam code: GLOTRI01_T01 (White paper - Global Trends in Internal Communication)</b>	
<b>Name (modular) exam</b>	White paper - Global Trends in Internal Communication
<b>Code (modular) exam</b>	GLOTRI01_T01
<b>Assessment criteria</b>	- The student can identify global IC trends (LOCO1)

	<ul style="list-style-type: none"> <li>- The student can identify and explain at least 5 trends (what the trend entails, why it is important, and the implications for the companies/organizations)</li> <li>- The student can develop a vision of internal communication based on provided literature and the identified trends.</li> <li>- The student can design an adequate communication strategy based on a deep theoretical understanding of the chosen IC trend. (LOCO 1 and 5)</li> <li>- The student can analyze the chosen trend by using relevant literature (at least 3 peer - reviewed articles are used)</li> <li>- The student can adequately explain the possible internal communication problems that are addressed by the trend by using reliable literature.</li> <li>- The student can provide at least 2 examples of how a company/organization can adopt the IC strategy, explaining its advantages and weaknesses and adequately linking it to company policy/company values.</li> <li>- The student can convincingly advice the management to adopt the chosen IC strategy. (LOCO 5 and 6)</li> <li>- The student can convincingly explain the relevance and added value of the IC strategy for the company/organization.</li> <li>- The student has sufficient awareness of the internal and external implications of his recommendations</li> <li>- The student demonstrates an understanding of his or her recommendations, the topic, the organization, and the theory.</li> <li>- The student knows how to eliminate resistance to ensure commitment, consensus, and/ or support.</li> <li>- The student proves to possess good oral expression skills and persuasiveness.</li> </ul> <p>condition for assessment:</p> <ul style="list-style-type: none"> <li>- On-time submission;</li> <li>- Correct references based on APA standards;</li> <li>- Professional look of the white paper.</li> </ul>
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual, Pairs
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.



<b>Exam code: GLOTRI01_T02 (Advice meeting - Global Trends in Internal Communication)</b>	
<b>Name (modular) exam</b>	Advice meeting - Global Trends in Internal Communication
<b>Code (modular) exam</b>	GLOTRI01_T02
<b>Assessment criteria</b>	<p>1. The student can identify global IC trends (LOCO 1)</p> <ul style="list-style-type: none"> <li>- The student can identify and explain at least 5 trends (what the trend entails, why it is important, and the implications for the companies/organizations)</li> <li>- The student can develop a vision of internal communication based on provided literature and the identified trends.</li> </ul> <p>2. The student can design an adequate communication strategy based on a deep theoretical understanding of the chosen IC trend. (LOCO 1 and 5)</p> <ul style="list-style-type: none"> <li>- The student can analyze the chosen trend by using relevant literature (at least 3 peer - reviewed articles are used)</li> <li>- The student can adequately explain the possible internal communication problems that are addressed by the trend by using reliable literature.</li> <li>- The student can provide at least 2 examples of how a company/organization can adopt the IC strategy, explaining its advantages and weaknesses and adequately linking it to company policy/company values.</li> </ul> <p>3. The student can convincingly advise the management to adopt the chosen IC strategy. (LOCO 5 and 6)</p> <ul style="list-style-type: none"> <li>- The student can convincingly explain the relevance and added value of the IC strategy for the company/organization.</li> <li>- The student has sufficient awareness of the internal and external implications of his recommendations</li> <li>- The student demonstrates an understanding of his or her recommendations, the topic, the organization, and the theory. The student knows how to eliminate resistance to ensure commitment, consensus, and/ or support. - The student proves to possess good oral expression skills and persuasiveness.</li> </ul>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The list of literature is updated.
<b>Date from which the SU will no longer be offered</b>	N.A.

## INTMAC04 (GMC) - Integrated Marketing Communication

1. General information	
Long English name of course	Integrated Marketing Communication
Short English name of course	Integrated Marketing Communication
Course code	INTMAC04
Degree programme and cluster	CS G-cluster
Teaching period	P1, P2, P4
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 5 EC  Scheduled contact time: 48 hours Expected self-study time: 92 hours Total assigned study load: 140 hours
Course entry requirements	See thresholds for entering the G - Cluster of CS.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 2: Target group & behaviour Qualifications 3: Concept & creation Qualifications 5: Persuasion & commitment
General description	<p>Learning outcomes:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>- Analyze a MARCOM situation in the context of brand identity target audience, media behavior and the competitive arena</li> <li>- Evaluate media and target audience analytics to create a brand story in the form of a transmedia strategy</li> <li>- Solve a MARCOM problem by creating persuasive online and offline content</li> </ul> <p>Learning objectives:</p> <ul style="list-style-type: none"> <li>- The student analyzes a brand according to relevant literature, applies this and creates a brand positioning statement on an existing brand (product/service/organization).</li> <li>- The student knows how to research and understand (online) data to create IMC personas for an IMC campaign and applies this to reach relevant IMC objectives.</li> <li>- For this campaign the student creates a converged media strategy based on transmedia storytelling to reach IMC objectives</li> <li>- The student designs content for the campaign for multiple media (offline and online)</li> </ul> <p>Topics: Knowledge, understanding, application and synthesis of:</p> <ul style="list-style-type: none"> <li>- Brand management</li> <li>- Online Data Management</li> <li>- Converged Media Strategy and Transmedia Storytelling</li> <li>- Design management</li> </ul>

	<p>The study program consists of lectures/meetings/workshops on these subjects where theory is explored and where students can apply this to their individually chosen case study.</p> <p>Students deliver a variety of infographics, data analysis reports, stories, and content (visual and textual) and combine this into a portfolio which shows the competences.</p>
<b>Cohesion</b>	Research Project in G-cluster.
<b>Mandatory participation</b>	Yes
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	<p>Branding: Riezebos, R. &amp; Van der Grinten, J., Positioning the Brand, 1st edition, 2012, Routledge. ISBN: 9780415665186</p> <p>Converged Media Strategy: McKee, R., &amp; Gerace, T. (2018). Storynomics: Story - driven marketing in the post - advertising world. Hachette UK, Chicago.</p> <p>Storynomics: Story - driven marketing in the post - advertising world. Hachette UK, Chicago. ISBN: 9781538727935</p> <p>Pratten, R. (2011). Getting started with transmedia storytelling. CreateSpace. ISBN: 9781456564681</p> <p>Berger, J. (2016). Contagious: why things catch on. Simon and Schuster. ISBN: 9781451686586</p> <p>Design management: If literature is required, this will be announced in class.</p>
<b>Required software / required materials</b>	Online Data Management: Google analytics Design management: Adobe InDesign, PhotoShop, Xd
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>INTMAC04_T01</b>	Portfolio IMC Campaign - Integrated Marketing Communication
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<b>Exam code: INTMAC04_T01 (Portfolio IMC Campaign - Integrated Marketing Communication)</b>	
<b>Name (modular) exam</b>	Portfolio IMC Campaign - Integrated Marketing Communication
<b>Code (modular) exam</b>	INTMAC04_T01
<b>Assessment criteria</b>	Students hand in a portfolio of deliverables. Students create a campaign that follows the (de)briefing and is a holistic and comprehensive strategy based on research on brand, market, competition, media and current trends in IMC
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Students will receive feedback and feedforward on their portfolio

<b>Other info</b>	N.A.
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<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	N.A.

## PRODER09 (GPRC) - Professional Development and Research

1. General information	
Long English name of course	Professional Development and Research CS
Short English name of course	Professional Development and Research CS
Course code	PRODER09
Degree programme and cluster	CS G-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: 10 EC  Scheduled contact time: 40 hours Expected self-study time: 240 hours Total assigned study load: 280 hours
Course entry requirements	See thresholds for entering the G - Cluster of CS.  Furthermore: Threshold start PRODER09: All C - and D - cluster project related group assignments completed. All C - and D - cluster PPD modules completed. Internship completed. These entry requirements apply to PRODER09and PRODER09- PPD. In PRODER09a student is expected to write a level 3 research report wherein communication and skills modules taught from A to D cluster and skills obtained during their internship are applied in the domain of communication. The above entry requirements serve as a safeguard that CS students are academically ready for this.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 2: Target group & behaviour Qualifications 4: Planning & organisation Qualifications 5: Persuasion & commitment
General description	<p>PRODER09- PDR: The student carries out a research assignment based on a topic that is related to their specific interest for instance for the pillars Marketing Communication, Public Relations and Internal Communication. This way they expand their knowledge base of the chosen pillar. Through self - reflection, a complex business related theme is defined which needs in - depth research. The aim is to formulate an evidence based feasible advice for the involved business arena.</p> <p>PRODER09- PPD: The student takes proactively and independently the lead in his/her personal and professional development in an international business context.</p> <p>Professional and intercultural development: by attending, following and giving workshops, attending information sessions and contact with H - cluster students and coaching, the student develops an insight in what is needed for his/her future personal career. Based on information, analysis, reflections and research the student formulates concrete</p>

	<p>steps which will help them to work on further personal career development during their graduation.</p> <p>Research needs to size down from global trends, towards industry perspectives and their impact on companies specifically.</p>
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	<p>Coaching / Individual guidance</p> <p>Lecture</p> <p>Peer-to-peer</p> <p>Self-study</p> <p>Seminar / Tutorial / Working lecture</p> <p>Workshop</p>
<b>Required literature / description of learning material</b>	<p>PowerPoints on OnderwijsOnline</p> <p>Recommended materials for students:</p> <p>Saunders, M., Lewis, P. &amp; Thornhill, A. (2019). Research methods for business students (8th Ed.). Pearson. ISBN: 9781292208787</p> <p>Gray, D.E. (2017) Doing research in the real world (4th edition) London: Sage Publication ISBN: 9781526418524</p> <p>Burnett, B &amp; Evans, D. (2016) Designing Your Life. Knoff ISBN: 9781101875322</p> <p>De Jong, J. (2017). Effective Strategies for Academic Writing. Bussum: Coutinho. ISBN: 9789046905050</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>PRODER09_T01</b>	Research report & defence - Professional Development and Research
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#### Exam code: PRODER09\_T01 (Research report & defence - Professional Development and Research CS)

<b>Name (modular) exam</b>	Research report & defence - Professional Development and Research CS
<b>Code (modular) exam</b>	PRODER09_T01
<b>Assessment criteria</b>	<p>The student justifies his/her choices with solid argumentation made within an international business context.</p> <p>The student:</p> <ul style="list-style-type: none"> <li>- Is capable of carrying out a research (field and desk, level 3) independently.</li> <li>- Is able to work within an unknown and dynamic context with a multidisciplinary approach.</li> <li>- Is in charge to develop the adequate research design.</li> <li>- Is able to justify the research methodology</li> </ul> <p>Advice: The student gives a feasible advice to a company (or group of companies) relevant in the selected business arena for improvement on the investigated topic. This topic is related to the students personal interest and supports his/her professional development at the same time.</p>

	condition for assemsnet: Fluent Business English; APA compliant
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual feedback conversations
<b>Other info</b>	Report + Oral Exam

<b>Changes compared to last year</b>	Added the following literature:  Saunders, M., Lewis, P. & Thornhill, A. (2019). Research methods for business students (8th Ed.). Pearson. ISBN: 9781292208787
<b>Date from which the SU will no longer be offered</b>	N.A.

## PUBLRE12 (GPU) - Public Relations

1. General information	
Long English name of course	Public Relations
Short English name of course	Public Relations
Course code	PUBLRE12
Degree programme and cluster	Communication G-cluster G-cluster
Teaching period	P1 and P3
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	ABR - BBU, BIPR - PRE, DCO - OIC and general entry requirements year 4.
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 3: Concept & creation Qualifications 4: Planning & organisation Qualifications 5: Persuasion & commitment
General description	This module is stand alone in G - cluster. Students become representatives for an organization. Students will research a PR issue for a self - chosen company (from 3 case studies made available for them), create a PR plan to maintain the (reputation) issue by connecting it to the global trends. The trends in PR for 2022 are related to authenticity, relevance, news briefs, professional tools, channel innovation, the growth of podcast and the need of measuring tools. The PR plan will focus on two communication tools, namely: a podcast and a press meeting.
Cohesion	MARCOB, INPURE, and CORCOA
Mandatory participation	Yes
Maximum number of participants	32
Compensation options	For both modular exams, the minimum grade is 5.5.
Activities and/or instructional formats	Lecture Seminar / Tutorial / Working lecture
Required literature / description of learning material	Recommended literature: Olmsted, Jill (2019), "Tools for Podcasting", American University. (Tools for Podcasting - Open Textbook Library (umn.edu)) Tench, Ralph and Waddington, Stephen (2021), "Exploring Public Relations and Management Communication", (5th ed.), Pearson, United Kingdom, part II & III. Articles presented in class
Required software / required materials	Green Screen app (DO INK), voice recorder, registration for Anchor (podcast library).
Extra contributions	N.A.

3. Examination	
PUBLRE12_T01	Podcast - Public Relations
PUBLRE12_T02	Press statement (Oral Exam) - Public Relations



<b>Exam code: PUBLRE12_T01 (Podcast - Public Relations)</b>	
<b>Name (modular) exam</b>	Podcast - Public Relations
<b>Code (modular) exam</b>	PUBLRE12_T01
<b>Assessment criteria</b>	<p>1. CONCEPT &amp; CREATION</p> <p>1.1 The student can develop, frame and activate communication products, services and represent the organization by using creative, meaningful content and design.</p> <p>1.2 The student can present information relevant to the trend related to the issue chosen.</p> <p>1.3 The student connects desirable aspects and target audiences, organization targets and media/ technology on a strategic basis.</p> <p>1.4. Student creates 15 minutes of professional content (podcast)</p> <p>1.5 Student gets minimum 10 unique listeners and collects minimum of 5 written reviews of the podcast</p> <p>2. PLANNING &amp; ORGANIZATION</p> <p>2.1 The student organizes and coordinates the process between different disciplines/departments and fulfills a pivotal role regarding the function of media productions, media planning and events.</p> <p>2.2 Student includes a minimum of one interview with an expert in the field.</p> <p>2.3 The student is aware of how to eradicate resistance to create commitment, consensus and/ or support.</p> <p>2.4 Student behaves professionally and in line with organization's identity.</p>
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	15 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	In consultation with the lecturers
<b>Other info</b>	N.A.

<b>Exam code: PUBLRE12_T02 (Press statement (Oral Exam) - Public Relations)</b>	
<b>Name (modular) exam</b>	Press statement (Oral Exam) - Public Relations
<b>Code (modular) exam</b>	PUBLRE12_T02
<b>Assessment criteria</b>	<p>2. PLANNING &amp; ORGANIZATION</p> <p>2.1 The student organizes and coordinates the process between different disciplines/departments and fulfills a pivotal role regarding the function of media productions, media planning and events.</p> <p>2.2 Student includes a minimum of one interview with an expert in the field.</p> <p>3. PERSUASION &amp; COMMITMENT</p> <p>3.1 The student communicates the message of the organization to inform and/ or advise external communication target demographics, with the aim of realizing organizational and communication goals (press statement).</p>

	<p>3.2 The student is aware of how to eradicate resistance to create commitment, consensus and / or support.</p> <p>3.3 The student can represent the organization as a spokesperson live on camera.</p> <p>3.4 The student can answer 5 questions related to their press statement live on camera.</p> <p>3.5 Student behaves professionally and in line with organization's identity.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	20 minutes
<b>Permitted resources / aids</b>	Notes are allowed during the interview
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	In consultation with the teachers.
<b>Other info</b>	N.A.

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

## H-cluster

### GRADAA19 (HGA) - Graduation assignment

1. General information	
Long English name of course	Graduation assignment - Integrated exam at level 3
Short English name of course	Graduation assignment
Course code	GRADAA19
Degree programme and cluster	CS, H-cluster H-cluster
Teaching period	S1 and S2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 30 EC  Scheduled contact time: 25 hours Expected self-study time: 815 hours Total assigned study load: 840 hours
Course entry requirements	For CS: Students who participated in the old G cluster (last semester old G cluster was semester 1 of study year 2021 - 2022) have to complete their studies with a graduation assignment (GA) Students can only start their GA after having completed all their C, D, E, F and G clusters. In exceptional circumstances the Department Director can decide to waive this rule. Before applying for this exception, students must consult the SSCC (Main Phase).
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Body of knowledge 2: Marketing communications Body of knowledge 4: Research Body of knowledge 5: Accountability Qualifications 4: Planning & organisation
General description	<p>The student puts into practice his/her expertise in the specific field of his/her study programme. He/she shows to have at his/her disposal the following competencies in this field: problem recognition, a description and analysis of the problem and solving it. To that end the student comes with a planned solution to a problem on a strategic level that is relevant to his/her study programme, while making use of competencies acquired during the study programme. Based on a thorough analysis, strategy, policy and an implementation schedule need to be formulated together with the financial consequences of its execution.</p> <p>International School of Business requires a minimum of international experience during the study programme: each student must have been exposed to at least one different cultural background. We advise students to go abroad at least two semesters, abroad meaning another country than the student's country of origin, and not the Netherlands. Foreign CS students have to go abroad for at least one semester (abroad being not the Netherlands or the country of origin). Dutch CS students do their E and F cluster abroad (abroad being not the Netherlands)</p>
Cohesion	The level of this SU is: 3

	Students will make use of competencies acquired during the study programme and apply them.
<b>Mandatory participation</b>	For this SU attendance is compulsory
<b>Maximum number of participants</b>	1
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial
<b>Required literature / description of learning material</b>	Students will use at least 5 resources Supervision and Intervention
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>HGAASS1A.7</b>	Graduation Assignment
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#### Exam code: GRADAA19 (Graduation Assignment)

<b>Name (modular) exam</b>	Graduation Assignment
<b>Code (modular) exam</b>	GRADAA19
<b>Assessment criteria</b>	<p>Product:</p> <ul style="list-style-type: none"> <li>- Student's methods, analysis and explanation are clear;</li> <li>- Student substantiates his/her recommendations with relevant information from research;</li> <li>- The solutions provided by the student will help achieve the organization's objectives and strategy;</li> <li>- The student's plan for implementation sets out financial, organizational and social implications;</li> <li>- Student correctly applies relevant developments, theory and knowledge in the recommendation;</li> <li>- The choices with regard to strategy and communication tools are surprising and original.</li> </ul> <p>Oral Exam:</p> <ul style="list-style-type: none"> <li>- Presentation offers substantive added value;</li> <li>- The form and substance of the presentation evidence creativity and originality on the student's part;</li> <li>- The student uses professional presentation techniques;</li> <li>- During the interview, student puts forward arguments to justify the research method and choices made in the recommendation;</li> <li>- Student displays his/her own views of profession and subject; knowledge and understanding;</li> <li>- Student is able to provide persuasive and clear answers to questions. The student shows himself/herself to be a true professional (ambassador, professionalism).</li> </ul> <p>Process:</p> <ul style="list-style-type: none"> <li>- Student has independently defined the communication problem;</li> <li>- Student has created support at all levels (internally and externally) by listening, interviewing, persuading and negotiating;</li> <li>- Student has the ability to reflect on his/her own actions;</li> </ul>

	<ul style="list-style-type: none"> <li>- Student completed the research process independently, including planning the process, selecting sources and choosing the research method;</li> <li>- Student acts independently, shows initiative and does what he/she promises.</li> </ul> <p>Student can only take the oral exam if the product (report) and process are at least 5.5. If not, the oral part of the exam will be replaced by a feedback session.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	S1 and S2
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N.A.
<b>Other info</b>	Advice and Presentation.

<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	September 2022 (exception: for students who completed GPM)

## GRADIN07 (HGI) - Graduation Internship

1. General information	
Long English name of course	Graduation Internship
Short English name of course	Graduation Internship
Course code	GRADIN07
Degree programme and cluster	IB and CS H-cluster
Teaching period	S1 and S2
Method of enrolment for educational activities	Via Osiris
ECTS credits, study load and contact hours	Study load: 30 EC  Scheduled contact time: 25 hours Expected self-study time: 815 hours Total assigned study load: 840 hours
Course entry requirements	- Students who participated in the new G - cluster (first semester was semester 2 of study year 2021 - 2022) have to complete their studies with a graduation internship (GI); - Students can only start their GI after having completed all their C, D, E, F and 10 credits of G cluster at the end of period 1/3. In exceptional circumstances the Department Director can decide to waive this rule. Before applying for this exception, students must consult the SSCC (Main Phase).
Prior knowledge	

2. Content and organisation	
Professional task	N.A.
Exit qualifications / programme Learning Outcomes (PLO)	Qualifications 1: Context & strategy Qualifications 2: Target group & behaviour Qualifications 3: Concept & creation Qualifications 4: Planning & organisation Qualifications 5: Persuasion & commitment Qualifications 6: Connecting & facilitation
General description	<p>At the end of the study programme IB and CS at the HAN International School of Business, the student has to demonstrate his/her professional performance on bachelor end level in a professional situation by means of a Graduation Internship (GI). Students are offered the flexibility to gain experience in those areas they have a passion for/are interested in/want to learn, while adding value for the organisation.</p> <p>The tasks and activities carried out by students during the Graduation Internship result in one or more professional products to be delivered to the organization. Students' performance will be assessed via a portfolio and criterium based interview, in which they must account for the way these professional products were created, the added value for the company and the level of complexity of the context &amp; tasks and to what extent they performed autonomously.</p> <p>In view of the broad nature of the degree programme and the diversity of jobs held by IB and CS graduates, these professional products can have different forms. It is of crucial importance that the student shows that he/she masters the demanded performance areas on Bachelor endlevel by acting as a reflective practitioner. Professional products,</p>

	<p>appraisal forms and feedback forms are relevant evidence to prove the performance areas the student reflects on.</p> <p>The level and scope of the GI, in terms of the tasks and professional products, is assessed beforehand by two GI advisors, based on the Graduation Internship Proposal Form handed in by student and approved by the company coach. In case IB students want a specialisation on their diploma's the tasks and professional products carried out should be related to their chosen specialisation. The GI advisors (with help of the vertical leads if needed) assess if this is the case on base of the graduation proposal. If at the end of the GI it appears that in practice the professional products /tasks are not on the required level for a specialisation, the specialisation mark cannot be obtained on the diploma.</p> <p>Students will be coached during their GI process by their supervisor. Additionally, (online) kick - off sessions, trainings and GI - return moments will be offered as well.</p>
<b>Cohesion</b>	The graduation internship is in cohesion with the third-year internship in F-cluster. The G-cluster and H-cluster together count as a graduation year. Whereby in the G-cluster most PLO's of the IB programme and all LOCO competences of the CS programme are assessed on bachelor end level in an institutional setting. The remaining IB PLO's and CS Professional Skills are assessed in H-cluster. H-cluster is being assessed via a holistic approach, where performance areas and professional products are key, rather than IB PLO's and CS Qualifications.
<b>Mandatory participation</b>	Since the study load is 840 hours to be spread over 21 weeks, a full-time workweek is evident. In combination with the fact that internship organisations expect students to focus 100% on the given tasks and working on the portfolio, it is not possible to combine the internship with other Study Units.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial
<b>Required literature / description of learning material</b>	N.A.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>GRADIN07_T01</b>	Portfolio & Oral exam - Graduation Internship
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#### Exam code: GRADIN07\_T01 (Portfolio & Oral exam - Graduation Internship)

<b>Name (modular) exam</b>	Portfolio & Oral exam - Graduation Internship
<b>Code (modular) exam</b>	GRADIN07_T01
<b>Assessment criteria</b>	<p>The student's performance will be assessed based on:</p> <ol style="list-style-type: none"> <li>1) the relevance, added value and complexity of the professional product(s) for the organization and to what extent they are executed autonomously by the student and</li> <li>2) the following performance areas: <ul style="list-style-type: none"> <li>- Innovative capacity;</li> <li>- Entrepreneurial behaviour;</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>- Collaborative capacity;</li> <li>- Reflective practitioner;</li> <li>- Intercultural proficiency.</li> </ul> <p>Conditions for assessment:</p> <ul style="list-style-type: none"> <li>- Completeness of the portfolio;</li> <li>- Uploaded in Handin;</li> <li>- Plagiarism percentage;</li> <li>- Referenced correctly.</li> </ul>
<b>Exam format</b>	Performance
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	S1 and S2
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With supervisor OR with supervisor and examiner
<b>Other info</b>	<p>At the end of the Graduation Internship a portfolio has to be handed in. Based on the portfolio a final interview will be conducted.</p> <p>Assessment based on assignment for submission and final criterium based on interview.</p> <p>In case of:</p> <ul style="list-style-type: none"> <li>- A portfolio which does not meet the conditions for assessment, the student can repair this within 3 working days. If it then meets the requirements, assessment can start, otherwise the student will be graded as having not handed in a portfolio in time</li> <li>- No portfolio has been handed in in time - - &gt; grade 1 in Alluris - - &gt; resit within 2 weeks</li> <li>- An insufficient portfolio** - - &gt; grade 4 in Alluris - - &gt; resit within 2 weeks after feedback*</li> <li>- An insufficient final grade after the interview - - &gt; grade 4 in Alluris - - &gt; resit within 2 weeks after feedback*. The supervisor and examiner decide if the portfolio and/or the CBI need a resit.</li> <li>- A sufficient final grade after the interview but student believes a higher grade can be achieved - - &gt; actual grade in Alluris - - &gt; resit only possible if this grade was given without any previous repairs and/or resits during this graduation internship. The resit needs to take place within 2 weeks and is only based on the feedback given during CBI. The portfolio needs to be improved: it needs to be stated clearly what is improved and student motivates why a higher grade is justifiable. Next to that another CBI needs to take place.</li> <li>- A fail of the resit - - &gt; grade 4 in Alluris (= 2nd attempt) - - &gt; retake of complete graduation internship within other organisation.</li> </ul> <p>*Resit period is normally 2 weeks. However in consultation with the supervisor/examiner a deviating resit period is possible, based on the tailored individual situation.</p> <p>**insufficient portfolio = more than 1 of the criteria scores 1</p>



	Final CBI 60 minutes (max 10 min pitch, 30 - 40 min interview, assessment, motivation to student)
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<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	N.A.

## Electives

### ELEADQ04 (EAQT) - Elective Advanced Quantitative Research

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

2. Content and organisation	
<b>Professional task</b>	Learning to analyze datasets using advanced quantitative research methods, and presenting the results in an academic report.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	No
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Various articles made available for free on #OnderwijsOnline
<b>Required software / required materials</b>	Microsoft Excel
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELEADQ04_T01</b>	Portfolio - Advanced Quantitative Research

<b>Exam code: ELEADQ04_T01 (Portfolio - Advanced Quantitative Research)</b>	
<b>Name (modular) exam</b>	Portfolio - Advanced Quantitative Research
<b>Code (modular) exam</b>	ELEADQ04_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student can investigate a research problem using comparative statistical analysis (correlation, ANOVA, Tukey test)</li> <li>- The student can investigate a research problem using predictive statistical analysis (multiple regression)</li> <li>- The students can evaluate the quantitative research methods used in a published research report.</li> </ul> <p>The student can produce a quantitative research report presenting the findings according to APA standards.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N.A.
<b>Other info</b>	N.A.

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

## ELEBLB01 (EBC) - Elective Blockchain in International Business

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

2. Content and organisation	
<b>Professional task</b>	Solve a business problem using blockchain related solution(s) in various business activities within an international business environment.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	Elective in IB and CS
<b>Mandatory participation</b>	Yes, 80% of the lectures. Mandatory because of group activities in class.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture

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

### 3. Examination

<b>ELEBLB01_T01</b>	Report and Oral Exam - Blockchain in Business
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#### **Exam code: ELEBLB01\_T01 (Report and Oral Exam - Blockchain in Business)**

<b>Name (modular) exam</b>	Report and Oral Exam - Blockchain in Business
<b>Code (modular) exam</b>	ELEBLB01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Knowledge about business perspectives of blockchain technology solutions and implementations;</li> <li>- Being able to make a trade-off between financial and non-financial costs and benefits.</li> </ul>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P2, P3
<b>Duration exam</b>	20 minutes
<b>Permitted resources / aids</b>	A3 report and PPT-slides
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	Oral exam (based on the A3 report, the content of the lectures, and the presentation).

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

## ELEBUD01 (EBDM) - Management Game

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

2. Content and organisation	
<b>Professional task</b>	Business Manager, acting as a CEO, CMO, CPO or CFO in an international company
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	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
<b>Mandatory participation</b>	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.
<b>Maximum number of participants</b>	30
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Simulation
<b>Required literature / description of learning material</b>	Game Manual and Game documents on #OnderwijsOnline
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ELEBUD01_T01</b>	Portfolio - Business Decision Making
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#### Exam code: ELEBUD01\_T01 (Portfolio - Business Decision Making)

<b>Name (modular) exam</b>	Portfolio - Business Decision Making
<b>Code (modular) exam</b>	ELEBUD01_T01
<b>Assessment criteria</b>	The student is able to: <ul style="list-style-type: none"> <li>- Review and assess decisions made during the game period through insight and research of the financial, logistical and marketing game decision(game - data);</li> <li>- Take financial, logistical and marketing decisions for a random game company;</li> <li>- Manage the process of decision-making in a company;</li> <li>- Formulate and execute marketing objectives;</li> </ul> Maintain a critical attitude with respect to taking risks and working systematically, under time pressure.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	Week 10 of period 2 and 4 (after the exam weeks)
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	Changed from written exam to portfolio Study-load: more lecture hours 36 clock hours in class/ 34 self-study Twice a year in week 10 of period 2 and week 10 of period 4
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELEBRS01 (EBSD) - Elective Brand Strategy and Design

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

2. Content and organisation	
<b>Professional task</b>	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.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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.
<b>General description</b>	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
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	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.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All required literature, such as PDF's and PowerPoints, will be provided via #OnderwijsOnline and MS Teams.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ELEBRS01_T01</b>	Presentation Brand concept poster - Brand Strategy and Design
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#### Exam code: ELEBRS01\_T01 (Presentation Brand concept poster - Brand Strategy and Design)

<b>Name (modular) exam</b>	Presentation Brand concept poster - Brand Strategy and Design
<b>Code (modular) exam</b>	ELEBRS01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The students conducts a theory - led brand strategy analysis for a client</li> <li>- The student is able to critically analyze the branding challenges facing organizations and effectively design branding solutions both in a national and international context</li> <li>- The concept supports the clients brand position concerning ethical and social responsibility</li> </ul> <p>The student is able to create a product that communicates a universal message which is understandable for all shareholders of the client.</p>
<b>Exam format</b>	Presentation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELECOC01 (ECAC) - Elective Consulting and Coaching

1. General information	
<b>Long English name of course</b>	Elective Consulting and Coaching
<b>Short English name of course</b>	Elective Consulting and Coaching
<b>Course code</b>	ELECOC01
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P1, P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Consult and coach Supporting individuals/groups to reach their goals
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	IB: WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion. LW08: Express reflections on one's personal development with the aim of personal growth. 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.  CS: Qualifications 5: Persuasion & Commitment Qualifications 6: Connection & Facilitation
<b>General description</b>	The sessions are organized as workshops dealing with different aspects of the consulting/coaching process. This will help the student improve their consulting process and learn which tools are appropriate for each of the stages of consulting.  Topics: stages of consulting process, different consulting roles (coach, advisor, coach, consular, facilitator), change and resistance to change. Outcomes: understand the basic aspects of consulting and change, application of different tools at each of the stages of the consulting process (the action plan goes up to the execution stage).
<b>Cohesion</b>	The students who take this elective can join teams from Consulting and coaching and/or D to G cluster O&C modules. This way they use the colleagues from other modules as clients and support them.
<b>Mandatory participation</b>	As the work happens during the schedule sessions, it is recommended that the students are present at every session.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.

<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All required literature, such as PDF's and PowerPoints, will be provided via #OnderwijsOnline.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ELECO01_T01</b>	Presentation Action Plan (Written and Oral Exam) - Consulting and Coaching
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#### Exam code: ELECO01\_T01 (Presentation Action Plan (Written and Oral Exam) - Consulting and Coaching)

<b>Name (modular) exam</b>	Presentation Action Plan (Written and Oral Exam) - Consulting and Coaching
<b>Code (modular) exam</b>	ELECO01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Students produce a problem diagnosis for the client based on evaluation of evidence</li> <li>- Students justify the choice of tools and instruments to diagnose the problem of the client</li> </ul> <p>Students present their plan for a defined target group</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Pairs
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via Osiris
<b>Other info</b>	N.A.

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

## ELEINC01 (ECB) - Elective International Consumer Behaviour

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

2. Content and organisation	
<b>Professional task</b>	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.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	Cohesion with (digital) marketing courses year 1 and 2 IB/CS.
<b>Mandatory participation</b>	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.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture

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

<b>3. Examination</b>	
<b>ELEINC01_T01</b>	Portfolio - International Consumer Behaviour

<b>Exam code: ELEINC01_T01 (Portfolio - International Consumer Behaviour)</b>	
<b>Name (modular) exam</b>	Portfolio - International Consumer Behaviour
<b>Code (modular) exam</b>	ELEINC01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student can analyse and address new consumer behaviour challenges.</li> <li>- 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.</li> <li>- 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.</li> <li>- 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.</li> <li>- The student can create a consumer insights report with marketing and branding implications based on in - depth consumer behaviour research.</li> </ul> <p>The student understands the critical role that ethics play in modern marketing and branding and consequently applies this in the context of consumer behaviour.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via Osiris
<b>Other info</b>	N.A.

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

## ELECRB01 (ECBW) - Elective Crossing borders without Crossing Borders

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

2. Content and organisation	
<b>Professional task</b>	Consultancy: dealing with diversity in the work environment and managing cultural diversity.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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. 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.
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	Classes and virtual participation is mandatory. Kick-off is mandatory
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	No compulsory literature.  Recommended:

	Nunez, C., Mahdi, N. R., & Popma, L. (2018). Intercultural Sensitivity: From Denial to Intercultural Competence.
<b>Required software / required materials</b>	Skype/ WhatsApp/MS Teams
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELECRB01_T01</b>	Portfolio - Crossing borders without crossing borders

<b>Exam code: ELECRB01_T01 (Portfolio - Crossing borders without crossing borders)</b>	
<b>Name (modular) exam</b>	Portfolio - Crossing borders without crossing borders
<b>Code (modular) exam</b>	ELECRB01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Active participation in the online group sessions is mandatory and is part of the individual assessment of the student (formative);</li> <li>- Students have to accomplish all 5 tasks online in time and handed in for feedback online;</li> <li>- Students recognize what influence culture has on their actions and on actions of others;</li> <li>- Students adjust their behavior if necessary to enhance the quality of work in a cultural diverse team;</li> <li>- Students demonstrate respect to intercultural relationship;</li> <li>- Students demonstrate that they are able to adjust one's verbal communication during the online collaboration in a culturally diverse team;</li> <li>- Students reflect on their behavior and that of others from an intercultural perspective and make adjustments if necessary;</li> </ul> <p>The assessment is 50% individual and 50% group work.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P2, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via Osiris
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The elective has been updated and is now also linked to PLO LW10 and PLO LW14
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELEGEH01 (ECD) - Elective Get Hired!

1. General information	
<b>Long English name of course</b>	Elective Get Hired! Career Development – everything you need to know
<b>Short English name of course</b>	Elective Get Hired!
<b>Course code</b>	ELEGEH01
<b>Degree programme and cluster</b>	IB. This elective is open to C- and D-cluster students only. Electives
<b>Teaching period</b>	P1, P2, P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 16 hours Expected self-study time: 54 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Advancing one's career by exploring the job market, producing a professional looking curriculum vitae and LinkedIn profile, writing a clear and concise cover letter, building a network and training interview skills.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	IB: WW04: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience. LW08: Express reflections on one's personal development with the aim of personal growth. LW09: Respond appropriately to an unfamiliar, or unexpectedly changing, business environment
<b>General description</b>	This course is designed for students who are interested in advancing their careers in the global marketplace. In this course, you will learn about the job/internship search, and application & interview process in Western countries, while comparing and contrasting the same process in your home country. You will build your vocabulary and improve your language skills to achieve your professional goals. During the course you will explore the job and internship market, create a personal brand strategy, write a CV and cover letter, create/improve your LinkedIn profile and learn how to build a network. You will also practice conducting a job interview, both as an applicant and hiring manager. Having taken this course, your chances of getting hired will definitely have increased.
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	Yes
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Instruction sheets (distributed by the lecturer).
<b>Required software / required materials</b>	N.A.



<b>Extra contributions</b>	N.A.
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<b>3. Examination</b>	
<b>ELEGEH01_T01</b>	Portfolio - Get Hired

<b>Exam code: ELEGEH01_T01 (Portfolio - Get Hired)</b>	
<b>Name (modular) exam</b>	Portfolio - Get Hired
<b>Code (modular) exam</b>	ELEGEH01_T01
<b>Assessment criteria</b>	<p>LW9:</p> <ul style="list-style-type: none"> <li>- the student demonstrates an understanding of the global marketplace</li> <li>- the student demonstrates an understanding of today's networking</li> </ul> <p>WW4:</p> <ul style="list-style-type: none"> <li>- the student conducts a successful job interview, both as an applicant and a hiring manager (depending on the size of the group one role may suffice)</li> <li>- the student produces an effective and persuasive CV + cover letter</li> <li>- the student creates an effective and persuasive LinkedIn profile</li> </ul> <p>LW8:</p> <ul style="list-style-type: none"> <li>- the student critically reflects on his/her approach to finding a job/internship</li> </ul> <p>General:</p> <ul style="list-style-type: none"> <li>- The student is present at all lectures (is allowed to miss one class only)</li> <li>- The student is fully prepared for all lectures</li> <li>- The student participates actively in all lectures</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	Portfolio includes a job interview and a level of participation.

<b>Changes compared to last year</b>	
<b>Changes compared to last year</b>	Target group specifies now that this elective is open to C- and D-cluster students only. Knock out criteria added
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELECIE01 (ECE) - Elective Circular Economy

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

2. Content and organisation	
<b>Professional task</b>	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.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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 & Strategy Qualifications 5: Persuasion & Commitment Qualifications 6: Connection & Facilitation
<b>General description</b>	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.
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	100% mandatory participation

<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Self-study
<b>Required literature / description of learning material</b>	Literature and other learning materials will be provided via #OnderwijsOnline or MS Teams.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ECECIR1A.1</b>	Written exam (BYOD) - Circular Economy
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#### **Exam code: ECECIR1A.1 (Written exam (BYOD) - Circular Economy)**

<b>Name (modular) exam</b>	Written exam (BYOD) - Circular Economy
<b>Code (modular) exam</b>	ECECIR1A.1
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	BYOD, ANS
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	TWM20 added, compulsory participation changed, literature changed
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELEEF A01 (EEF) - Elective E-Fulfillment

1. General information	
<b>Long English name of course</b>	Elective E-Fulfillment
<b>Short English name of course</b>	Elective E-Fulfillment
<b>Course code</b>	ELEEF A01
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P2, P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	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.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	Supply chain

	E-commerce Digital marketing
<b>Mandatory participation</b>	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.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Recommended: Slide lecture materials Reading materials such as reports/articles to be available on #OnderwijsOnline.
<b>Required software / required materials</b>	Microsoft Word, Powerpoint
<b>Extra contributions</b>	N.A.

3. Examination	
ELEEF A01_T01	Presentation – E-Fulfillment

<b>Exam code: ELEEF A01_T01 (Presentation - E-Fulfillment)</b>	
<b>Name (modular) exam</b>	Presentation - E-Fulfillment
<b>Code (modular) exam</b>	ELEEF A01_T01
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Presentation
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer

<b>Other info</b>	N.A.
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<b>Changes compared to last year</b>	Changed the assessment of this module from Report to Presentation. PLOs and assessment criteria remained the same.
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELECEX01 (EEXC) - 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	P2, 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.
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	Students have to participate in one online course offered on edX (or other platforms) and show a screenshot proving that they passed the courses. Participation in computer workshops is 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 edX or similar platform
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.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T3, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	Yes (Excel)
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	Written exam / practical exam

<b>Changes compared to last year</b>	<p>Exercise 10, tab "Solver": the requirements for this exercise have changed, but the exercise remains an optimization problem.</p> <p>In exercises 04 and 05 the names of the individuals have changed, but everything else is the same as before.</p>
<b>Date from which the SU will no longer be offered</b>	N.A.



## ELECGA01 (EGM) - Elective Gamification

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

2. Content and organisation	
<b>Professional task</b>	Use design thinking to ideate gamification concepts. Test gamification concepts by prototyping them. Advice management on the utility of the gamification solution.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	No compulsory literature.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECGA01_T01</b>	Portfolio - Gamification

<b>Exam code: ELECGA01_T01 (Portfolio - Gamification)</b>	
<b>Name (modular) exam</b>	Portfolio - Gamification
<b>Code (modular) exam</b>	ELECGA01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Apply the Double Diamond method and Design Thinking process to design the gamification for a certain process. (WT2)</li> <li>- Ideate a concept for the gamification of a process and document this ideation. (WT2)</li> <li>- Develop a prototype based on your concept and test this prototype. (TWM17)</li> </ul> <p>Write an advice to management on how to use the gamification and what KPI's of the process will be affected.(WW7)</p>
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELEINS01 (EIS) - Elective International Sales Contracts

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

2. Content and organisation	
<b>Professional task</b>	Negotiating and executing an international sales contract
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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?
<b>Cohesion</b>	Elective for IB, CS
<b>Mandatory participation</b>	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
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture

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

<b>3. Examination</b>	
<b>ELEINS01_T01</b>	Written exam (BYOD) - International sales contract

<b>Exam code: ELEINS01_T01 (Written exam (BYOD) - International sales contract)</b>	
<b>Name (modular) exam</b>	Written exam (BYOD) - International sales contract
<b>Code (modular) exam</b>	ELEINS01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Students show knowledge of conditions in an international sales contract and apply them correctly in different business situations</li> <li>- Students know how to apply Incoterms 2020 and payment conditions correctly</li> <li>- Students know how to apply the CISG and other Conventions in the execution of an international sales situation correctly</li> <li>- Students show awareness of the different families of law in the world.</li> </ul> <p>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 test is 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.</p>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	Reader Conventions
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Standard procedure
<b>Other info</b>	N.A.

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

## ELEPOM01 (EPM) - Elective Portfolio Management

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

2. Content and organisation	
<b>Professional task</b>	Junior Portfolio Manager
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	<p>IB:</p> <p>WT01: Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion</p> <p>WT03: Analyse patterns in global macro-economic factors and policies that drive international trade and business development</p> <p>WW04: Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience</p> <p>WW07: Produce management information from various data sources in an international business environment</p> <p>TWM18: Evaluate financial performance of the organisation from different stakeholders' perspectives</p> <p>CS:</p> <p>Qualifications 1: Context and Strategy</p> <p>Qualifications 6: Connection and Facilitation</p>
<b>General description</b>	<p>During this course, students learn to:</p> <ul style="list-style-type: none"> <li>- How to interpret the relationship between return and risk</li> <li>- Understand knowledge about the structure of financial markets</li> <li>- Understand the Efficient Market Hypothesis</li> <li>- Conduct a technical analysis on a security</li> <li>- Assess the bond prices and yields</li> <li>- Value equity securities and conduct relevant industry analysis</li> <li>- How to make an investment policy statement (IPS)</li> <li>- Calculate the risk and return of a security as well as a portfolio</li> <li>- Construct the investment strategy of a portfolio based on a client's needs</li> <li>- Translate the theory into the practice by applying the StockTrack Investment Game, executing the following tasks</li> <li>- Construct an IPS for the client</li> <li>- Design an investment strategy based on the IPS</li> <li>- Construct a portfolio based on the IPS and the strategy by using the StockTrack Investment Game</li> </ul>

	- Write a report explaining the IPS, the strategy, method of selecting securities and the performance of portfolio
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	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.
<b>Required software / required materials</b>	Students need to get registered in the StockTrack Investment Game. Each semester, the link for registration will be provided by the lecturer.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELEPOM01_T01</b>	Report - Portfolio management

<b>Exam code: ELEPOM01 T01 (Report - Portfolio management)</b>	
<b>Name (modular) exam</b>	Report - Portfolio management
<b>Code (modular) exam</b>	ELEPOM01_T01
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Assignment/professional product
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELESUC01 (ESC) - Elective Supply Chain Finance

1. General information	
<b>Long English name of course</b>	Elective Supply Chain Finance
<b>Short English name of course</b>	Elective Supply Chain Finance
<b>Course code</b>	ELESUC01
<b>Degree programme and cluster</b>	IB and CS
<b>Teaching period</b>	P2, P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 14 hours Expected self-study time: 56 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1, and at least have passed the FINANC23 . A good knowledge of basics of finance and/or supply chain management is important for this level 3 elective of IB.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	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.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Yes, 80% of the lectures. Mandatory because of group activities in class.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	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 OnderwijsOnline
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

**ELESUC01\_T01** Written exam (BYOD) - Supply Chain Finance

<b>Exam code: ELESUC01_T01 (Written exam (BYOD) - Supply Chain Finance)</b>	
<b>Name (modular) exam</b>	Written exam (BYOD) - Supply Chain Finance
<b>Code (modular) exam</b>	ELESUC01_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student can recommend suitable solutions for improving the SC(F) practices of a business, based on SCF metrics and/or SC risk management.</li> <li>- The student can analyze their own learning process using concrete experiences and a reflection model.</li> <li>- The student can calculate SCF metrics based on financial reports using standard formulas.</li> <li>- 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.</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Standard procedure
<b>Other info</b>	N.A.



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

## ELECRY01 (ESU) - Elective Creating your own Start-up

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

2. Content and organisation	
<b>Professional task</b>	Entrepreneur – writing a business plan 2.0
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	N.A.
<b>Mandatory participation</b>	N.A.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	No compulsory literature.

<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELECRY01_T01</b>	Portfolio - Creating your own start-up

<b>Exam code: ELECRY01_T01 (Portfolio - Creating your own start-up)</b>	
<b>Name (modular) exam</b>	Portfolio - Creating your own start-up
<b>Code (modular) exam</b>	ELECRY01_T01
<b>Assessment criteria</b>	<p>The student is able to:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via Osiris
<b>Other info</b>	N.A.

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

## ELECTR06 (ETR) - 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, 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	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
<b>Exam code: ELECTR06_T01 (Portfolio - Trendwatching)</b>	
Name (modular) exam	Portfolio - Trendwatching
Code (modular) exam	ELECTR06_T01

<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- Student applies relevant steps of the scenario planning process correctly</li> <li>- Based on DESK research the student collects and documents evidence for trends</li> <li>- Interview results give added value to the spotted trends</li> <li>- The student creates two scenarios for their trend and presents the innovation potential of the trend</li> </ul> <p>Student argues what the trend means for him/her as a young professional and is able to give peer feedback on other students work.</p>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	N.A.
<b>Discussion and review</b>	Via Osiris
<b>Other info</b>	N.A.

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

## ELEVAC01 (EVC) - Elective Value creation from data

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

2. Content and organisation	
<b>- Professional task</b>	<ul style="list-style-type: none"> <li>- Student shows how to gain insight into customer data</li> <li>- Student understands the concept of Data Driven Marketing</li> <li>- Student knows how to measure customer insights</li> <li>- Student shows how to visualize data within Customer Journey touchpoints</li> <li>- Student shows how to connect data (content) to touchpoints in a Customer Journey</li> <li>- Student shows how to translate data into a useful proposition/process</li> <li>- Student can sell (pitch) an advice to the client</li> </ul>
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	<p>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</p> <p>CS: Qualifications 1: Context &amp; Strategy Qualifications 2: Target group &amp; Behaviour</p>
<b>General description</b>	<p>Student will learn the potential of big data and get insights about the latest trends &amp; developments by getting customer insights using the big data creation value model (Verhoef)</p> <p>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.</p>
<b>Cohesion</b>	N.A.

<b>Mandatory participation</b>	Advisory pitch is mandatory. Guest Lecture is mandatory.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Guest lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	N.A.
<b>Required software / required materials</b>	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
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELEVAC01_T01</b>	Pitch - Value creation from data

<b>Exam code: ELEVAC01_T01 (Pitch - Value creation from data)</b>	
<b>Name (modular) exam</b>	Pitch - Value creation from data
<b>Code (modular) exam</b>	ELEVAC01_T01
<b>Assessment criteria</b>	<p>Advisory Pitch (presence is mandatory)</p> <ul style="list-style-type: none"> <li>- Student signals relevant trends and developments (concerning data driven marketing &amp; customer insights) from diverse sources (internal &amp; external) and translates these into a relevant advisory pitch.</li> <li>- Student substantiates which (internal &amp; external) data was used/ wasn't used for the clients Customer Journey (See Do Think Care Give).</li> <li>- Student have applied the data correctly.</li> <li>- Student substantiates (using examples) how the data adds value to the organisation / client.</li> <li>- Student gives a clear advisory presentation appropriate to the case and logically following from the analysis.</li> <li>- Every student in the group shows that he / she is a full discussion partner during the advisory pitch (presentation and content wise).</li> </ul> <p>Individual plotted Customer Journey</p> <ul style="list-style-type: none"> <li>- The Customer Journey shows the connection between the collected data and diverse communication touchpoints.</li> <li>- The Customer Journey clearly represents (both visually and content wise) the episodes of the See Think Do Care Give structure.</li> </ul> <p>The student can design and create a Customer Journey Data Visualization, showing 4 marketing/communication examples that add value to the to the client / organisation in every stage (See, Think, Do, Care, Give ) of the Customer Journey.</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group
<b>Assessment periods</b>	P1, P4
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5

<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N.A.
<b>Other info</b>	N.A.

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



## ELECDU05 (ECC5\_Dutch) - Dutch 5

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	Dutch for Business 5: Telephoning and Business Presentations
<b>Short English name of course</b>	Dutch 5
<b>Course code</b>	ELECDU05
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of Dutch on CEFR level A2 for business purposes.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Dutch at CEFR level B1.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Bekkers, L. & Mennen, S. (2019). Ter zake: Zakelijk Nederlands voor anderstaligen (9th ed.). Intertaal. ISBN 9789054510277  Other study materials will be provided on #OnderwijsOnline.
<b>Required software / required materials</b>	#OnderwijsOnline
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECDU05_T01</b>	Written Exam (BYOD) - Dutch 5
<b>ELECDU05_T02</b>	Portfolio - Dutch 5

<b>Exam code: ELECDU05_T01 (Written Exam (BYOD) - Dutch 5)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Dutch 5
<b>Code (modular) exam</b>	ELECDU05_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- The student shows the ability to use quite correct grammar in simple connected speech and sentences on level CEFR B1.</li> <li>-</li> <li>The student shows the ability to use high frequency every day and business vocabulary on level CEFR B1.</li> </ul>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	During exam review
<b>Other info</b>	N.A.

<b>Exam code: ELECDU05_T02 (Portfolio - Dutch 5)</b>	
<b>Name (modular) exam</b>	Portfolio - Dutch 5
<b>Code (modular) exam</b>	ELECDU05_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELEFRB01 (ECC5\_French) - French 5

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	French for Business 5: Job Application and Business Culture
<b>Short English name of course</b>	French 5
<b>Course code</b>	ELEFRB01
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level A2+ for business purposes, either by having passed French 1 up to French 4, or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in French at CEFR level B1
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study materials published on #OnderwijsOnline.
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELEFRB01_T01</b>	Job Application and Business Culture – French 5

<b>Exam code: ELEFRB01_T01 (Job Application and Business Culture – French 5)</b>	
<b>Name (modular) exam</b>	Job Application and Business Culture – French 5
<b>Code (modular) exam</b>	ELEFRB01_T01
<b>Assessment criteria</b>	<p>The student:</p> <ul style="list-style-type: none"> <li>- Presents himself/herself in a job interview in French;</li> <li>- Brings his/her French CV and French job offer to the exam (knock - out criterion);</li> <li>- Discusses his/her experience, education, strengths and weaknesses in French;</li> <li>- Answers questions, even unexpected ones, during a French job interview in an appropriate, professional fashion;</li> <li>- Uses correct CEFR - level B1 French grammar, vocabulary, pronunciation, formal style and polite tone;</li> <li>- Understands crucial cultural aspects of the French - speaking world and is able to take these into account during a job interview.</li> </ul> <p>Condition for assessment:</p> <ul style="list-style-type: none"> <li>- The student brings his/her CV in French to the exam;</li> <li>- The student has sent a suitable French internship/job vacancy to the lecturer in the days prior to the exam.</li> </ul>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	10 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	With the examiner upon request within one week after exam
<b>Other info</b>	N.A.

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

## ELECSP08 (ECC5\_Spanish) - Spanish 5

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	Spanish for Business 5: How to use Spanish in online communication
<b>Short English name of course</b>	Spanish 5
<b>Course code</b>	ELECSP08
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is A2+.
<b>Prior knowledge</b>	Spanish at CEFR level A2+.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level B1.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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+.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All study materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All study materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECSP08_T01</b>	Written Exam (BYOD) - Spanish 5
<b>ELECSP08_T02</b>	Portfolio - Spanish 5

<b>Exam code: ELECSP08_T01 (Written Exam (BYOD) - Spanish 5)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Spanish 5
<b>Code (modular) exam</b>	ELECSP08_T01
<b>Assessment criteria</b>	- 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.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: ELECSP08_T02 (Portfolio - Spanish 5)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 5
<b>Code (modular) exam</b>	ELECSP08_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The duration of exam ESP5A.2 has changed from 60 to 90 minutes.
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELEGE11 (ECC5\_German) - German 5

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	Elective German for Business 5: The Working World & Job Application
<b>Short English name of course</b>	Elective German 5
<b>Course code</b>	ELEGE11
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	
<b>Prior knowledge</b>	The student has proven to possess an active command of German on GEFR level A2.2 for business purposes, either by having participated in ISB's German 1 up to German 4 or by positive advice upon an entry test.

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level B1.1 in the specific context of working world and job application.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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 world of work in general and the job market in particular 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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	At least 80% active participation in classes and continuous identifiable contribution to the project stages is required as input for the tailor-made parts of the written assessment as culminating result of the whole of the educational activities.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Required: Material and links published on OnderwijsOnline / MS TEAMS Hand - Outs distributed during class

	<p>Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN: 9780521648608</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch, ISBN: 978 - 3 - 12 - 517855 - 7</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELEGE11_T01</b>	Participation & Portfolio – German 5
<b>ELEGE11_T02</b>	Written exam (BYOD) – German 5

<b>Exam code: ELEGE11_T01 (Participation &amp; Portfolio – German 5)</b>	
<b>Name (modular) exam</b>	Participation & Portfolio – German 5
<b>Code (modular) exam</b>	<b>ELEGE11_T01</b>
<b>Assessment criteria</b>	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	Portfolio includes participation.

<b>Exam code: ELEGE11_T02 (Written exam (BYOD) – German 5)</b>	
<b>Name (modular) exam</b>	Written exam (BYOD) – German 5
<b>Code (modular) exam</b>	<b>ELEGE11_T02</b>
<b>Assessment criteria</b>	<p>The exam is also based on project products.</p> <p>The candidate shows that he/she:</p> <ul style="list-style-type: none"> <li>- Can apply the target language and target culture's rituals on B1.1 level (structures, register, also specific vocabulary/idiom) to understand texts in the context of working life and job application, to describe features of the working world, to individually write Lebenslauf (c.v.), and Anschreiben (letter of application) and to master telephone and face - to - face contacts among which both roles in a job interview, meeting the target culture's specific requirements also with regards to formal (behavioural) aspects,</li> </ul>



	<ul style="list-style-type: none"> <li>- Knows how to compose a “Bewerbungsmappe” (Job application folder).</li> </ul> <p>Go / no - go</p> <ul style="list-style-type: none"> <li>- Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule.</li> <li>- Only candidates who obtained a “go” qualify for being admitted to the written exam.</li> <li>- The “go”/ “no - go” will be indicated in the progress system at the end of the lecture period.</li> <li>- Candidates who have enrolled for the written exam, but obtain a “no - go” are strongly advised to DIS - enrol themselves for that exam in order not to lose one of their annual enrolment options!</li> <li>- The final grade obtained in the written exam will be entered in the progress system on top of the indicator for “go” of the same period.</li> <li>- A candidate obtaining a “no - go” will have to start the study unit from the beginning.</li> <li>- A candidate obtaining a “go”, but either failing the written exam 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 exam opportunity at the latest.</li> </ul> <p>Written exam during exam periods are based on project products, providing the candidate has obtained a “go” (see above)</p>
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	BYOD, ANS
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	No aids allowed, resources as included in the exam assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris.
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.
<b>Changes compared to last year</b>	N.A.
<b>Date from which the SU will no longer be offered</b>	Last classes will be offered in 2023-2024 P3.

## ELECDU06 (ECC6\_Dutch) - Dutch 6

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	Dutch for Business 6: Business Meetings and Negotiations
<b>Short English name of course</b>	Dutch 6
<b>Course code</b>	ELECDU06
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of Dutch on CEFR level A2 for business purposes.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Dutch at CEFR B1 level.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Yes, participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Bekkers, L. and Mennen, S. (2019). Ter zake: Zakelijk Nederlands voor anderstaligen (9th ed.). Intertaal. ISBN 9789054510277  Other study materials will be provided on #OnderwijsOnline.
<b>Required software / required materials</b>	#OnderwijsOnline
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECDU06_T01</b>	Written Exam (BYOD) - Dutch 6
<b>ELECDU06_T02</b>	Portfolio - Dutch 6

<b>Exam code: ELECDU06_T01 (Written Exam (BYOD) - Dutch 6)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD) - Dutch 6
<b>Code (modular) exam</b>	ELECDU06_T01
<b>Assessment criteria</b>	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+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	120 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	During exam review
<b>Other info</b>	N.A.

<b>Exam code: ELECDU06_T02 (Portfolio - Dutch 6)</b>	
<b>Name (modular) exam</b>	Portfolio - Dutch 6
<b>Code (modular) exam</b>	ELECDU06_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELEFRB02 (ECC6\_French) - French 6

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
Long English name of course	French for Business 6: Telephone French
Short English name of course	French 6
Course code	ELEFRB02
Degree programme and cluster	IB and CS 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	The student has proven to possess an active command of French on CEFR level A2+ for business purposes, either by having passed French 1 up to French 4, or by an entry test.
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)	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 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 #OnderwijsOnline
Required software / required materials	N.A.
Extra contributions	N.A.

3. Examination	
<b>ELEFRB02_T01</b>	Oral exam – French 6

<b>Exam code: ELEFRB02_T01 (Oral exam – French 6)</b>	
<b>Name (modular) exam</b>	Oral exam – French 6
<b>Code (modular) exam</b>	ELEFRB02_T01
<b>Assessment criteria</b>	The student shows the ability to understand and produce professional communication in French at CEFR level B1+ about business on the telephone.
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	45 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELECSP09 (ECC6\_Spanish) - Spanish 6

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	Spanish for Business 6: How to use Spanish to explore the external environment
<b>Short English name of course</b>	Spanish 6
<b>Course code</b>	ELECSP09
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is B1.
<b>Prior knowledge</b>	Spanish at CEFR level B1.

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level B1+.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All study materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All study materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECSP09_T01</b>	Written Exam (BYOD) - Spanish 6
<b>ELECSP09_T02</b>	Portfolio - Spanish 6

<b>Exam code: ELECSP09_T01 (Written Exam (BYOD)- Spanish 6)</b>	
<b>Name (modular) exam</b>	Written Exam (BYOD)- Spanish 6
<b>Code (modular) exam</b>	ELECSP09_T01
<b>Assessment criteria</b>	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+.
<b>Exam format</b>	Written exam
<b>Exam type, if written</b>	ANS, BYOD
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	90 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	40%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Exam code: ELECSP09_T02 (Portfolio - Spanish 6)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 6
<b>Code (modular) exam</b>	ELECSP09_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	The duration of exam ESP6A.2 has changed from 60 to 90 minutes.
<b>Date from which the SU will no longer be offered</b>	N.A.

## ELEGE12 (ECC6B\_German) - German 6

For students who started the post propaedeutic phase in February 2023 or before

1. General information	
<b>Long English name of course</b>	Elective German for Business 6: Marketing Special: Trade Fairs
<b>Short English name of course</b>	German 6
<b>Course code</b>	ELEGE12
<b>Degree programme and cluster</b>	IB and CS D-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	
<b>Prior knowledge</b>	The student has proven to possess an active command of German on GEFR level B1.1 for business purposes, either by having participated in ISB's German 1 up to German 5 or by positive advice upon an entry test

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level B1.2 in the specific context of marketing, especially tasks related to trade fair settings.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business  LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	The student develops and applies German as additional language in oral and written product specifically in settings of marketing in general and trade fair in particular preparing for CEFR level B1.2  The student develops insight into the specific structures and perceptions regarding marketing in particular 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 tasks in marketing and trade fair as well as chairing and participating in meetings.
<b>Cohesion</b>	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.
<b>Mandatory participation</b>	At least 80% active participation in classes and continuous regular identifiable contribution to the project stages is required as input for the tailor-made final oral assessment as culminating result of the whole of the educational activities.
<b>Maximum number of participants</b>	N.A.
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture



<b>Required literature / description of learning material</b>	<p>Required: Material and links published on OnderwijsOnline / MS TEAMS. Hand - Outs distributed during class. Webster, P. (1999). The German Handbook. Your guide to speaking and writing (2nd ed.) Cambridge, Cambridge University Press. ISBN 9780521648608.</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch. ISBN: 978 - 3 - 12 - 517855 - 7 www.tatsachen - ueber - deutschland.de (German and English version!)</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELEGE12_T01</b>	Participation & Portfolio – German 6
<b>ELEGE12_T01</b>	Oral exam - German 6

<b>Exam code: ELEGE12_T01 (Participation &amp; Portfolio – German 6)</b>	
<b>Name (modular) exam</b>	Participation & Participation & Portfolio – German 6
<b>Code (modular) exam</b>	<b>ELEGE12_T01</b>
<b>Assessment criteria</b>	Providing the candidate has actively participated in at least 80% of the contact time, the portfolio will be assessed on contents, time, and form
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N/A
<b>Minimum result</b>	v
<b>Weight factor of modular exam</b>	N.A.
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	N/A
<b>Other info</b>	Portfolio includes participation. Group work, to be lodged individually.

<b>Exam code: ELEGE12_T02 (Oral exam - German 6)</b>	
<b>Name (modular) exam</b>	Oral exam - German 6
<b>Code (modular) exam</b>	ELEGE12_T02
<b>Assessment criteria</b>	<p>Contents:</p> <p>Based on own material written and oral material produced, the candidate shows that he/she is able to apply the target language on CEFR level B1.2.</p> <ul style="list-style-type: none"> <li>- to conduct telephone and face - to - face conversations,</li> <li>- to develop trade fair communication material</li> <li>- to present products and companies</li> <li>- to explain processes</li> <li>- to explain and defend decision making</li> <li>- to express feedback/feedforward</li> </ul>

	<ul style="list-style-type: none"> <li>- Assessment criteria:</li> <li>- Completeness of the self - developed input;</li> <li>- Fluency of oral production (CEF B1.2);</li> <li>- Pronunciation (CEFR B1.2);</li> <li>- General vocabulary/idiom (CEFR B1.2);</li> <li>- Specific vocabulary/idiom;</li> <li>- Level of morpho - syntactical structures mastered (CEFR B1.2);</li> <li>- Explicit interaction (partner - oriented formulations);</li> <li>- Contents (in line with assignments &amp; function of the products, and depth);</li> </ul> <p>Go / no - go</p> <ul style="list-style-type: none"> <li>- Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule.</li> <li>- Only candidates who obtained a “go” qualify for being admitted to the oral assessment</li> <li>- The “go”/ “no - go” will be indicated in the progress system at the end of the lecture period.</li> <li>- Candidates who have enrolled for the oral 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!</li> <li>- The final grade obtained in the oral assessment will be entered in the progress system on top of the indicator for “go” of the same period.</li> <li>- A candidate obtaining a “no - go” will have to start the study unit from the beginning.</li> <li>- A candidate obtaining a “go”, but either failing the oral assessment 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.</li> </ul> <p>Oral exam in pairs or small sub - groups based on project products and processes during exam periods, providing the candidate has obtained a “go” (see above)</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	No aids allowed, resources as included in the exam assignments
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris for the enrolment period. Re-sit / catch-up candidates who obtained a "go" in a previous lecture period are to provide their input with the examiner by the new enrolment deadline again.
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

<b>Changes compared to last year</b>	N.A.
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**Date from which the SU will no longer be offered**

Last classes will be offered in 2023-2024 P4.

## ELECDU07 (ECC7\_Dutch) - Elective Dutch 7

1. General information	
<b>Long English name of course</b>	Elective Dutch for Business 7: Communicating effectively in Dutch business and society
<b>Short English name of course</b>	Elective Dutch 7
<b>Course code</b>	ELECDU07
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Dutch at CEFR level B2.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	The SU follows on ECC-DUT6A and precedes ECC-DUT8A. 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.
<b>Mandatory participation</b>	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	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 #OnderwijsOnline.

<b>Required software / required materials</b>	#OnderwijsOnline
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ELECDU07_T01</b>	Portfolio - Dutch
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#### Exam code: ELECDU07\_T01 (Portfolio - Dutch)

<b>Name (modular) exam</b>	Portfolio - Dutch
<b>Code (modular) exam</b>	ELECDU07_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>-</li> <li>- The student shows the ability to use quite correct grammar in connected speech and texts on level CEFR B2.</li> <li>-</li> <li>The student shows the ability to use general and business vocabulary on level CEFR B2.</li> </ul>
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELECFR13 (ECC7\_French) - Elective French 7

1. General information	
<b>Long English name of course</b>	Elective French 7: French Business Negotiations
<b>Short English name of course</b>	Elective French 7
<b>Course code</b>	ELECFR13
<b>Degree programme and cluster</b>	IB and CS G-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level B1+ for business purposes, either by having passed ECCFRA1A, ECCFRA2A, ECCFRA3C, ECCFRA4C, ECCFRA5B and ECCFRA6B; or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in French at CEFR level B2.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	This study unit is the seventh in the row of 8 study units. All study units ECCFRA are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study materials published on #OnderwijsOnline

<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ELECFR13_T01</b>	Business Negotiations - French 7
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#### **Exam code: ELECFR13\_T01 (Business Negotiations - French 7)**

<b>Name (modular) exam</b>	Business Negotiations - French 7
<b>Code (modular) exam</b>	ELECFR13_T01
<b>Assessment criteria</b>	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).
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Pairs
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	20 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELEGEA01 (ECC7A\_German) - Elective German 7

1. General information	
<b>Long English name of course</b>	Elective German 7: Business Research
<b>Short English name of course</b>	Elective German 7
<b>Course code</b>	Osiris_ECC7A_German
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P1 and P3
<b>2828OsirisMethod of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of German on CEFR level B1.2 for business purposes, either by having participated in IB's / CS's ECCDEU1 up to ECCDEU6 or by positive advice upon an entry test.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	Communicating in German at CEFR level B2.1 for business purposes focusing on the specific context of business research.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	IB: LW13: Use appropriate verbal and non-verbal communication in an intercultural setting  CS: Body of Knowledge 6: Language
<b>General description</b>	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.
<b>Cohesion</b>	This study unit is the 7th in the row of 8 study units. All study units ECCDEU are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language
<b>Mandatory participation</b>	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.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture.



<b>Required literature / description of learning material</b>	<p>Required: Material and links published on OnderwijsOnline / MS TEAMS. 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</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch. ISBN: 978 - 3 - 12 - 517855 - 7. www.tatsachen - ueber - deutschland.de (German and English version).</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

### 3. Examination

<b>ELEGEA01_T01</b>	Business Research Colloquium - German 7
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#### Exam code: ELEGEA01\_T01 (Business Research Colloquium - German 7)

<b>Name (modular) exam</b>	Business Research Colloquium - German 7
<b>Code (modular) exam</b>	ELEGEA01_T01
<b>Assessment criteria</b>	<p>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.</p> <p>Go / No - go Participation in and contribution to at least 80% of the classes as specified in the Weekly Schedule.</p> <p>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. Candidates who have enrolled for the colloquium, 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!</p> <p>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.</p> <p>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.</p>

	Report - based colloquium during exam periods, providing the candidate has obtained a "go" (see above)
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T1, T3, T4
<b>Duration exam</b>	60 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

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

## ELECSP10 (ECC7\_Spanish) - Elective Spanish 7

1. General information	
<b>Long English name of course</b>	Elective Spanish 7: How to use Spanish in business negotiations
<b>Short English name of course</b>	Elective Spanish 7
<b>Course code</b>	ELECSP10
<b>Degree programme and cluster</b>	IB and CS G-cluster
<b>Teaching period</b>	P1 and P3
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is B1+.
<b>Prior knowledge</b>	Spanish at CEFR level B1+

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level B2.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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+.
<b>Cohesion</b>	This study unit is the seventh in a consecutive row of 8 study units. All study units ECCESP are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments and participation in class are part of the portfolio assessment.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All study materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All study materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECSP10_T01</b>	Written Exam (BYOD) Spanish 7
<b>ELECSP10_T02</b>	Portfolio - Spanish 7

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

<b>Exam code: ELECSP10_T02 (Portfolio - Spanish 7)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 7
<b>Code (modular) exam</b>	ELECSP10_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P1, P3
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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

## ELECDU08 (ECC8\_Dutch) - Elective Dutch 8

1. General information	
<b>Long English name of course</b>	Elective Dutch 8: Communicating effectively in Dutch business and society
<b>Short English name of course</b>	Elective Dutch 8
<b>Course code</b>	ELECDU08
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in Dutch at CEFR B2+ level.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	The SU follows on ECC-DUT7A. 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.
<b>Mandatory participation</b>	Yes. Participation in language assignments in class is part of the portfolio assessment. 80% participation is mandatory.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Lecture Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	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 #OnderwijsOnline.

<b>Required software / required materials</b>	#OnderwijsOnline
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELECDU08_T01</b>	Oral exam - Dutch 8

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

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

## ELECFR14 (ECC8\_French) - Elective French 8

1. General information	
<b>Long English name of course</b>	Elective French 8: French Company analysis & consulting
<b>Short English name of course</b>	Elective French 8
<b>Course code</b>	ELECFR14
<b>Degree programme and cluster</b>	IB and CS G-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of French on CEFR level B1+ for business purposes, either by having passed ECCFRA1A, ECCFRA2A, ECCFRA3C, ECCFRA4C, ECCFRA5B and ECCFRA6B; or by an entry test.
<b>Prior knowledge</b>	Knowledge of French from the preceding units, or acquired in a different way, is necessary to follow the course.

2. Content and organisation	
<b>Professional task</b>	To communicate orally and in writing in French at CEFR level B2+.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	This study unit is the eighth in the row of 8 study units. All study units ECCFRA are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
<b>Mandatory participation</b>	Participation is highly recommended.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	Study materials published on #OnderwijsOnline
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECFR14_T01</b>	Company analysis & consulting - French 8

<b>Exam code: ELECFR14_T01 (Company analysis &amp; consulting - French 8)</b>	
<b>Name (modular) exam</b>	Company analysis & consulting - French 8
<b>Code (modular) exam</b>	ELECFR14_T01
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	P2, P4
<b>Duration exam</b>	15 minutes
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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



## ELEGEA02 (ECC8A\_German) - Elective German 8

1. General information	
<b>Long English name of course</b>	Elective German 8: Current Business Topics in D-A-CH
<b>Short English name of course</b>	Elective German 8
<b>Course code</b>	ELEGEA02
<b>Degree programme and cluster</b>	IB and CS Electives
<b>Teaching period</b>	P2 and P4
<b>28OsirisMethod of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student has proven to possess an active command of German on CEFR level B2.1 for business purposes, either by having participated in ISB's ECCDEU1 up to ECCDEU7 or by positive advice upon an entry test.
<b>Prior knowledge</b>	

2. Content and organisation	
<b>Professional task</b>	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.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	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
<b>General description</b>	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.
<b>Cohesion</b>	This study unit is the last and highest in the row of 8 study units. All study units ECCDEU are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language
<b>Mandatory participation</b>	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.

<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	<p>Required: Material and links published on OnderwijsOnline / MS TEAMS. 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.</p> <p>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.</p> <p>Pons, Großes Fachwörterbuch Wirtschaft, Deutsch - English / Englisch - Deutsch, ISBN: 978 - 3 - 12 - 517855 - 7 www.tatsachen - ueber - deutschland.de (German and English version).</p>
<b>Required software / required materials</b>	N.A.
<b>Extra contributions</b>	N.A.

<b>3. Examination</b>	
<b>ELEGEA02_T01</b>	Oral exam - German 8

<b>Exam code: ELEGEA02_T01 (Oral exam - German 8)</b>	
<b>Name (modular) exam</b>	Oral exam - German 8
<b>Code (modular) exam</b>	ELEGEA01_T01
<b>Assessment criteria</b>	<p>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.</p> <p>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.</p> <p>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!</p> <p>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.</p>

	<p>A candidate obtaining a “no - go” will have to start the study unit from the beginning.</p> <p>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.</p> <p>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).</p>
<b>Exam format</b>	Oral exam
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Individual
<b>Assessment periods</b>	T2, T4, T5
<b>Duration exam</b>	30 minutes
<b>Permitted resources / aids</b>	None
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	100%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Individual review with invigilator; you can request an individual session with your lecturer.
<b>Other info</b>	N.A.

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

## ELECSP11 (ECC8\_Spanish) - Elective Spanish 8

1. General information	
<b>Long English name of course</b>	Elective Spanish 8: How to use Spanish in business research
<b>Short English name of course</b>	Elective Spanish 8
<b>Course code</b>	ELECSP11
<b>Degree programme and cluster</b>	IB and CS G-cluster
<b>Teaching period</b>	P2 and P4
<b>Method of enrolment for educational activities</b>	Via Osiris
<b>ECTS credits, study load and contact hours</b>	Study load: 2.5 EC  Scheduled contact time: 18 hours Expected self-study time: 52 hours Total assigned study load: 70 hours
<b>Course entry requirements</b>	The student should have obtained at least 45 EC in IB1. Entry level is B2.
<b>Prior knowledge</b>	Spanish at CEFR level B2

2. Content and organisation	
<b>Professional task</b>	To communicate (orally and in writing) in Spanish at CEFR level B2+.
<b>Exit qualifications / Programme Learning Outcomes (PLO)</b>	WW05: Optional: Use one or two additional languages to facilitate international business LW13: Use appropriate verbal and non-verbal communication in an intercultural setting
<b>General description</b>	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.
<b>Cohesion</b>	This study unit is the eighth and final in a consecutive row of 8 study units. All study units ECCESP are interwoven with each other in gradually building an intermediate language command within professional settings towards more independent application of the target language.
<b>Mandatory participation</b>	Mandatory participation: continuous language assignments in class and participation are part of the portfolio assessment.
<b>Maximum number of participants</b>	28
<b>Compensation options</b>	N.A.
<b>Activities and/or instructional formats</b>	Seminar / Tutorial / Working lecture
<b>Required literature / description of learning material</b>	All study materials are published on #OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Required software / required materials</b>	All study materials are published on OnderwijsOnline (site IB/CS - ECC - Spanish).
<b>Extra contributions</b>	N.A.

3. Examination	
<b>ELECSP11_T01</b>	Written exam - Spanish 8
<b>ELECSP11_T02</b>	Portfolio - Spanish 8

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

<b>Exam code: EL ECSP11_T02 (Portfolio - Spanish 8)</b>	
<b>Name (modular) exam</b>	Portfolio - Spanish 8
<b>Code (modular) exam</b>	ELECSP11_T02
<b>Assessment criteria</b>	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.
<b>Exam format</b>	Portfolio
<b>Exam type, if written</b>	N.A.
<b>Individual / group</b>	Group, Individual
<b>Assessment periods</b>	P2, T2, P4, T4
<b>Duration exam</b>	N.A.
<b>Permitted resources / aids</b>	N.A.
<b>Minimum result</b>	5.5
<b>Weight factor of modular exam</b>	60%
<b>Method of enrolment for exam</b>	Via Osiris
<b>Discussion and review</b>	Via lecturer
<b>Other info</b>	N.A.

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