

## Offer for Incoming Exchange students for Fall 2021-2022 and Spring 2021-2022

### HU Business School (Business & Management++96)

[exchange@hu.nl](mailto:exchange@hu.nl); [international.hubs@hu.nl](mailto:international.hubs@hu.nl)

Please note that all programmes reflect a **(logical) bundle of subjects** (and should normally be followed as such); it is **not possible to combine (2 or more) bundles in one single period**.

As for some courses demand is higher than the number of available places, we expect of you to provide us with a **2<sup>nd</sup> selection for your programme of choice** on the application form (and where applicable also your choice of electives). This is mandatory; we will not process incomplete applications. Please note that we cannot accept Learning Agreements for less than 25 EC.

In choosing the course and level of your study programme with us, we expect you to seriously and realistically consider your knowledge and expertise in the subject area and to make sure that you meet relevant pre-requisites.

Please take into account that the didactic approach at HU requires good English language skills<sup>1</sup>.

Please do not hesitate to contact us in case of doubt; we will be happy to advise you and/or to bring you in contact with the specific programme/course manager ([international.hubs@hu.nl](mailto:international.hubs@hu.nl))

For more **detailed information on the courses** described in this document and the course guides, please check the programmes [here](#): on the page scroll down, choose (left on the page) *Type of Programme*, tick *Exchange*, tick *Business & Management*;

Click on a programme of your choice and scroll down entirely until you reach the heading 'Course Content'.

**Application:** [click here](#) (scroll down a bit). Please note that students must be nominated by their home university for HU Fall or Spring, before they can apply!

You can find **Practical Information for Incoming Exchange students** [on the website Study at HU](#) and in the [Arrival Guide](#).

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<sup>1</sup> Min. level of English = B2

# Fall 2021-2022 (September 2021-January 2022)

Application deadline Fall semester (starting in September) is the 1st of May 2021

## *Institute for International Business Studies*

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| <b>Programme title</b>                         | <b>Responsible Business and Strategic Collaboration</b>  |                       |
| <b>Programme code</b>                          | Y2-SEM3  |                       |
| <b>Level</b>                                   | Year 2 of the 4 years' Bachelor International Business   |                       |
| <b>Semester</b>                                | Fall   |                       |
| <b>Number of ECTS</b>                          | 30   |                       |
| <b>Language of instruction</b>                 | English  |                       |
| <b>Profile of the programme</b>                | <p>Businesses want to make as much profit as they can and do not care about the environment and the people that work for them. How can you make profit and run your business in a responsible way? Let alone if you must collaborate with organisations like Greenpeace? Isn't that a waste of time and how can NGOs and businesses ever work together?</p> <p>In Semester 3 you will work on three parallel streams to find answers to the questions above.</p> <p><b>Responsible Value Chain</b><br/>You will work on increasing sustainability in global value chains through project based learning. Integrating subjects like supply chains, finance, macro-economic developments and innovation.</p> <p><b>Strategic Collaboration</b><br/>You will learn about multi stakeholder collaboration by applying business research methodologies and implementing the lessons learned in a collaboration project. Integrating subjects like research skills, intercultural collaboration and innovation</p> <p><b>Language classes</b><br/>Wherever in the world you hope your career takes you, there are enormous advantages in combining knowledge of modern business with the expressive power of a foreign language.</p> |                       |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Marketing</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p>   |                       |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>   | <b>Number of ECTS</b> |
|  | Value Chain Analysis   | 5                     |
|  | Risk Analysis  | 5                     |
|  | Building a Responsible Value Chain   | 5                     |
|  | Understanding Collaboration  | 5                     |
|  | Mastering Collaboration  | 5                     |
|  | Foreign Language <u>choose from</u> : Dutch 5 EC-beginners level OR Dutch 5 EC-intermediate level OR Spanish beginners level OR Spanish level A2 OR French level A2 OR German level A2   | 5                     |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser  |                       |

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|----------------------------------|--|
| <b>Email address coordinator</b> | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |
| <b>Note</b>                      | Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period |

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| <b>Programme title</b>                       | <b>Globalising Business (30 EC)</b>  |  |
| <b>Programme code</b>                        | MB-GLOB-SEM1   |  |
| <b>Level</b>                                 | Year 3/4, Minor  |  |
| <b>Semester</b>                              | Fall   |  |
| <b>Number of ECTS</b>                        | 30   |  |
| <b>Language of instruction</b>               | English  |  |
| <b>Profile of the programme</b>              | As globalisation is ever-increasing, organisations demand you are not only aware of this development and its consequences, but also have the tools to deal with it in a business context. During the project, students will take up a consulting role for a company that wants to internationalise and will report on their findings to the client. A management simulation game is played in order to gain insight into the interdependence of various management disciplines in a dynamic environment. Keywords: Entrepreneurship, Small, Medium-sized Business, Consulting Skills, International Business, Innovation and Creativity, Personalised learning and Sustainability.   |  |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Business Management</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |  |
| <b>Course structure diagram with credits</b> | <b>Course unit title</b>   | <b>Course structure diagram with credits</b> |
|  | Consultancy  | 5  |
|  | Managing Change and Innovation   | 5  |
|  | Topics in International Business   | 5  |
|  | Business in Society  | 5  |
|  | Global Management Project, incl. Business Simulation   | 10   |
| <b>Name academic coordinator</b>             | Margo Bongers, Cindy Neeser; <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>  |  |
| <b>Name programme coordinator</b>            | M. Lind van Wijngaarden  |  |
| <b>Email address coordinator</b>             | <a href="mailto:menno.lind@hu.nl">menno.lind@hu.nl</a>   |  |
| <b>Note</b>                                  | Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.  |  |

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|------------------------|--------------------------------------|
| <b>Programme title</b> | <b>International Business Skills</b> |
| <b>Programme code</b>  | MC-INTBUSK-17                        |
| <b>Level</b>           | Year 3/4, Minor                      |
| <b>Semester</b>        | Fall                                 |
| <b>Number of ECTS</b>  | 30                                   |

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| <b>Language of instruction</b>                                   | <p>English</p> <p>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required number of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course</p>   |                |
| <b>Profile of the programme</b><br>(Introduction / summary text) | <p>In this International Business Skills minor you will be working on improving your personal qualities, and thus on strengthening the profile of your company. The trust in you is built particularly by the display of your capability of adjusting yourself to the local culture. That is why following this minor is not only limited to classroom activities and project work, but also extends to the golf course and the (wine) table.</p> <p>This minor will give you a head start for an international career. Should you wish to continue your studying career, it will help you make a more goal-oriented decision. Ideally speaking, you are an ambitious student with an eye for other people: you set commercial objectives and treat your partners with respect.</p> <p>This minor offers training in international commercial skills: you will develop knowledge and skills in the fields of International Branding, Human Resource Management, Social Business Skills and International Marketing Communication. In addition, you will be offered theories about doing business in an international context, with a particular emphasis on the impediments occurring during the development and implementation of the communication mix (Advertising, PR, Sales Promotion, Personal Selling).</p> |                |
| <b>Entry requirements</b>  | <ul style="list-style-type: none"> <li>➤ English B2</li> <li>➤ Students will take a compulsory English proficiency test in week 1;</li> <li>➤ Foundation of introductory course(s) in Marketing Management;</li> </ul> <p>Please note, by choosing this package you will have to participate in ALL the courses included.</p>  |                |
| <b>Course structure diagram with credits</b>                     | Course unit title  | Number of ECTS |
|  | International branding in a B- to B environment  | 5              |
|  | International Sales  | 5              |
|  | Human Resource Management  | 5              |
|  | World of Diversity   | 5              |
|  | Social Business Skills (Golf, Wine Etiquette)  | 5              |
|  | International Marketing Communication & Sales Plan 1 (Casework)  | 5              |
| <b>Name academic coordinator</b>                                 | Margo Bongers, Cindy Neeser <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |                |
| <b>Name programme coordinator</b>                                | Th. Daselaar   |                |
| <b>Email address coordinator</b>                                 | <a href="mailto:theo.daselaar@hu.nl">theo.daselaar@hu.nl</a>   |                |
| <b>Note</b>  | <p>Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period.</p> <p>Please note, by choosing this package you will have to participate in ALL the courses included.</p> <p>For a recent testimonial by a former student, click <a href="#">here</a>.</p>  |                |

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| <b>Programme title</b>                         | <b>Strategic Thinking &amp; Management and Organisation Development</b>   |                       |
| <b>Programme code</b>                          | IB-STRAT-Fall   |                       |
| <b>Level</b>                                   | Year 3-4  |                       |
| <b>Semester</b>                                | Fall  |                       |
| <b>Number of ECTS</b>                          | 30  |                       |
| <b>Language of instruction</b>                 | English   |                       |
| <b>Profile of the programme</b>                | <p>In a world of increasing uncertainty and rapid change, how do organisations adapt and react so that they survive and grow? “What do enterprises and individuals need to thrive in today’s volatile, uncertain, complex and ambiguous global economy?”</p> <p>What does it take for a business to thrive in an era of disruptive technologies and social upheavals, to engage the passion and creativity of employees to take advantage of adjacent and transformational business opportunities? This semester is the journey of learning to navigate 21 century’s enterprise challenges.</p> <p>The semester will lead students to strategies in different situations, where an innovative approach is needed, what innovation covers, analysis of cases, deep dive discussions.</p> <p>Keywords: Strategic Management, Innovation, Agile, Case studies, real-life project, reflection, coaching, tutorials</p> <p>This module has a lot of academic reading so works best for active students with a curious mind and at least level B2 in English.</p> |                       |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- Solid basis on intermediate to advanced level in International Business and Management</li> <li>- Minimum English B2, however as this module has a lot of academic reading so works best for active students with a curious mind and at least level C1 English!</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC’s). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p>   |                       |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>  | <b>Number of ECTS</b> |
|  | Strategy & Organisation 1: Cases  | 10                    |
|  | Strategy & Organisation 2: Project  | 10                    |
|  | Professional Skills 1: Negotiations   | 5                     |
|  | Professional Skills 2: Networking   | 5                     |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser   |                       |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>  |                       |
| <b>Note</b>                                    | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.  |                       |

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| <b>Programme title</b>                         | <b>International Finance 3/4 (30 EC)</b>   |                       |
| <b>Programme code</b>                          | IF-SEM1  |                       |
| <b>Level</b>                                   | Year 3, year 4   |                       |
| <b>Semester</b>                                | Fall   |                       |
| <b>Number of ECTS</b>                          | 30   |                       |
| <b>Language of instruction</b>                 | English  |                       |
| <b>Profile of the programme</b>                | This programme serves as a Specialisation Track in <i>Finance</i> in the four years' Bachelor degree programme International Business  |                       |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Finance</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |                       |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>   | <b>Number of ECTS</b> |
|  | Corporate Finance  | 5                     |
|  | Consulting Skills  | 10                    |
|  | Finance Consulting Project   | 10                    |
|  | One of the following:  |                       |
|  | Sustainable Finance & Investment OR<br>Business Domain   | 5<br>5                |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser  |                       |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |                       |
| <b>Note</b>                                    | Please note that the programme reflects a ( <u>logical</u> ) bundle of courses/subjects (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.   |                       |

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| <b>Programme title</b>                       | <b>International Marketing Management 3/4 (30 EC)</b>  |                       |
| <b>Programme code</b>                        | IMM-SEM1   |                       |
| <b>Level</b>                                 | Year 3   |                       |
| <b>Semester</b>                              | Fall   |                       |
| <b>Number of ECTS</b>                        | 30   |                       |
| <b>Language of instruction</b>               | English  |                       |
| <b>Profile of the programme</b>              | This programme serves as a Specialisation Track in <i>International Marketing</i> in the four years' Bachelor degree programme International Business  |                       |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Marketing</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |                       |
| <b>Course structure diagram with credits</b> | <b>Course unit title</b>   | <b>Number of ECTS</b> |
|  | Digital Marketing & Media  | 5                     |
|  | Consulting Skills  | 10                    |

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|  | Marketing Consulting Project  | 10 |
|  | One of the following:   |    |
|  | Consumer Behaviour & Branding OR  | 5  |
|  | Business Domain   | 5  |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser   |    |
| <b>Email address coordinator</b>               | <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>  |    |
| <b>Note</b>                                    | Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period. |    |

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| <b>Programme title</b>                       | <b>International Business for Emerging Markets (30 EC) – <i>provisional, until half May</i></b>  |  |
| <b>Programme code</b>                        | MB-EMERG-SEM1  |  |
| <b>Level</b>                                 | Year 3/4, Minor  |  |
| <b>Semester</b>                              | Fall   |  |
| <b>Number of ECTS</b>                        | 30   |  |
| <b>Language of instruction</b>               | English  |  |
| <b>Profile of the programme</b>              | <p>“By 2025, annual consumption in emerging markets will reach \$30trn: the biggest growth opportunity in the history of capitalism” (McKinsey &amp; Company). This programme anticipates important shifts in international business and provides a solid basis concerning the opportunities and threats of doing business in newly emerging markets. Thanks to a long period of strong economic growth and an increasing purchasing power of a growing group of consumers, many emerging economies are also becoming more and more interesting as a new market for goods and services. At the same time, these economies are also characterized by the presence of ‘institutional gaps’, both in infrastructure and in regulation. On the one hand these institutional gaps complicate doing business, but on the other hand, it also encourages the development of new, innovative business models. As such, this programme offers a unique content that goes beyond the established international business theories and practices. Providing a hands on programme in which application of new insights is key. The program is attractive to European as well as non-European students with a strong international orientation, who are open to new business opportunities outside the beaten-track.</p> |  |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>- Solid basis on advanced level in International Business Management</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC’s). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p>   |  |
| <b>Course structure diagram with credits</b> | <b>Course unit title</b>   | <b>Course structure diagram with credits</b> |
|  | Global Entrepreneurship  | 10   |
|  | International Business 1: Strategy   | 5  |
|  | Economic and Social Development  | 5  |
|  | International Business 2: Organizational Behaviour   | 5  |
|  | Doing Business in Emerging Markets   | 5  |

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| <b>Name academic coordinator</b>           | Margo Bongers, Cindy Neeser <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>   |
| <b>Name programme coordinator</b>          | N. de Witte  |
| <b>Email address programme coordinator</b> | <a href="mailto:nils.dewitte@hu.nl">nils.dewitte@hu.nl</a>   |
| <b>Note</b>                                | <p>Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.</p> <p><b>Please note</b> that by half May it will be confirmed whether this programme will take place in Fall 21; therefore if you choose this programme, please give us an extra option (3 choices), in case that it will not be offered</p> |

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| <b>Programme title</b>                         | <b>Elective Dutch Beginners (5 EC)</b>   |  |
| <b>Programme code</b>                          | DUTBEGA1-SEM1  |  |
| <b>Level</b>                                   | Beginners  |  |
| <b>Semester</b>                                | Fall   |  |
| <b>Number of ECTS</b>                          | 5  |  |
| <b>Language of instruction</b>                 | English  |  |
| <b>Profile of the programme</b>                | Beginners course Dutch language.   |  |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |  |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>   | <b>Course structure diagram with credits</b> |
|  | Dutch Beginners A1   | 5  |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser  |  |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |  |

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| <b>Programme title</b>          | <b>Elective Dutch Intensive (5 EC)</b>  |  |
| <b>Programme code</b>           | DUTINTA2-SEM1   |  |
| <b>Level</b>                    | Intermediate  |  |
| <b>Semester</b>                 | Fall  |  |
| <b>Number of ECTS</b>           | 5   |  |
| <b>Language of instruction</b>  | English   |  |
| <b>Profile of the programme</b> | Advanced course Dutch language.   |  |
| <b>Entry requirements</b>       | <ul style="list-style-type: none"> <li>- Dutch Beginners A1</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your</p> |  |



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|  | English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course. |  |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>   | <b>Course structure diagram with credits</b> |
|  | Dutch Intensive A2   | 5  |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser  |  |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |  |

## ***Institute for Marketing & Commerce***

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|---------------------------------|---|
| <b>Programme title</b>          | <b>International Advertising</b>  |
| <b>Programme code</b>           | MC-INTERADV-08-SEM1 (Fall); MC-INTERADV-08-SEM2 (Spring)  |
| <b>Level</b>                    | Year 3/4, Minor   |
| <b>Semester</b>                 | Fall & Spring   |
| <b>Number of ECTS</b>           | 30  |
| <b>Language of instruction</b>  | English<br>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course  |
| <b>Profile of the programme</b> | Intermediate to advanced level programme on International Advertising. Your whole life you have been confronted with advertising: billboards, TV commercials, ads, brochures, banners, virals, pop-ups, and many more. But what is advertising? If you look beyond the song-and-dances, the pretty pictures and the happy shiny people, you will see that advertising is more than a message that fills the space around television programs, newspaper and magazine articles. Advertising is a complex form of communication based on strategies and objectives that will result in various forms of impact on the thinking, feeling and actions of consumers.<br>Advertising is all about creating a message and sending it to the consumer so that he or she will react in a specific way. But how do you get the consumer to react the way you intended? How do you cut through the clutter of all those other advertisements and reach the consumer? To write objectives, you must have some understanding of how these messages work. In this course you will learn about the principles and practice that make an advert effective.<br><br>This course is under authorization of the I.A.A. (International Advertising Association - Dutch Chapter). An IAA certificate can be obtained by students that pass all courses. |
| <b>Entry requirements</b>       | <ul style="list-style-type: none"> <li>➤ English B2 + fluent in English writing and speaking; <ul style="list-style-type: none"> <li>○ Students will take a compulsory English proficiency test in week 1 in order to be allowed to participate in the courses Copywriting and Creative Research;</li> </ul> </li> <li>➤ Foundation of introductory course(s) in Marketing Management</li> <li>➤ Please note, by choosing this package you will have to participate</li> </ul>  |

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|  | in ALL the courses included.   |                |
| <b>Course structure diagram with credits</b>   | Course unit title  | Number of ECTS |
|  | Branding Strategy  | 5              |
|  | Cultural values and communication in an international perspective  | 5              |
|  | Creative Research  | 5              |
|  | The Psychology of Marketing Communication  | 5              |
|  | Copywriting  | 5              |
|  | Final Creative Assignment  | 5              |
| <b>Name academic and programme coordinator</b> | K. van Gastel  |                |
| <b>Email address coordinator</b>               | <a href="mailto:Karin.vangastel@hu.nl">Karin.vangastel@hu.nl</a>   |                |
| <b>Note</b>                                    | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period. |                |

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| <b>Programme title</b>                       | <b>Leisure &amp; Event Marketing</b>  |                |
| <b>Programme code</b>                        | MC-LEISURE-14   |                |
| <b>Level</b>                                 | Year 3/4, Minor   |                |
| <b>Semester</b>                              | Fall  |                |
| <b>Number of ECTS</b>                        | 30  |                |
| <b>Language of instruction</b>               | <p>English</p> <p>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course</p>  |                |
| <b>Profile of the programme</b>              | <p>Would you like to become a successful manager in the leisure and tourist industry? Would you like to organize big sports or leisure events? Would you like to make the marketing campaign for a bigger city? Are you interested in the leisure industry, knowing how to reach the modern traveler by means of marketing? Do you know how to create an experience?</p> <p>If you are a creative, motivated, flexible, enterprising, goal-oriented and internationally oriented person with curiosity for the leisure industry then you are the right person for this minor!</p> <p>The minor Leisure and Event Marketing provides insight into the variety of this amazing sector of industry. The leisure industry is a growing business and an area of many opportunities..</p> |                |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>➤ English level at least B2 of European Framework of References;</li> <li>➤ Students will take a compulsory English proficiency test in week 1;</li> <li>➤ Foundation of introductory course(s) in Marketing Management</li> <li>➤ Please note, by choosing this package you will have to participate in ALL the courses included.</li> </ul>  |                |
| <b>Course structure diagram with credits</b> | Course unit title   | Number of ECTS |
|  | Experience Marketing  | 5              |
|  | Tourism & Hospitality   | 5              |
|  | Event Management  | 5              |
|  | City Marketing  | 5              |

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|  | LEM Business Plan  | 5 |
|  | Sports & Recreation  | 5 |
| <b>Name academic and programme coordinator</b> | K. van Gastel  |   |
| <b>Email address coordinator</b>               | <a href="mailto:karin.vangastel@hu.nl">karin.vangastel@hu.nl</a>   |   |
| <b>Note</b>                                    | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period. |   |

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| <b>Programme title</b>                       | <b>Music Marketing (30 EC)</b>   |                |
| <b>Programme code</b>                        | MC-MUSICMARK-11-SEM1 (Fall); MC-MUSICMARK-11-SEM2 (Spring)   |                |
| <b>Level</b>                                 | Year 3/4, Minor  |                |
| <b>Semester</b>                              | Fall   |                |
| <b>Number of ECTS</b>                        | 30   |                |
| <b>Language of instruction</b>               | English<br>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course |                |
| <b>Profile of the programme</b>              | Intermediate level programme. The Minor Music Marketing and Management<br>Covers most aspects of the music business<br>The purpose of the program is to introduce students to the business of entertainment (which is a growing aspect of marketing these days), specifically the business of music, while giving them the opportunity to speak with and learn from top (inter)national professionals in the industry.   |                |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>➤ English B2</li> <li>➤ Foundation of introductory course(s) in Marketing Management</li> <li>➤ Please note, by choosing this package you will have to participate in ALL the courses included.</li> </ul>  |                |
| <b>Course structure diagram with credits</b> | Course unit title  | Number of ECTS |
|  | Music Marketing  | 5              |
|  | Music Event Marketing  | 5              |
|  | Music Accountancy  | 5              |
|  | Music Management   | 5              |
|  | Project  | 10             |
| <b>Name academic coordinator</b>             | K. van Gastel; <a href="mailto:karin.vangastel@hu.nl">karin.vangastel@hu.nl</a>  |                |
| <b>Name programme coordinator</b>            | M. Gregoire  |                |
| <b>Email address coordinator</b>             | <a href="mailto:martijn.gregoire@hu.nl">martijn.gregoire@hu.nl</a>   |                |
| <b>Note</b>                                  | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period.   |                |

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| <b>Programme title</b> | <b>Sport &amp; Entertainment Marketing (30 EC)</b> |  |
| <b>Programme code</b>  | MC-SEMMARK-14                                      |  |
| <b>Level</b>           | Year 3/4   |  |
| <b>Semester</b>        | Fall   |  |

|  |   |                |
|--|---|----------------|
| <b>Number of ECTS</b>                        | 30  |                |
| <b>Language of instruction</b>               | <p>English</p> <p>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the program manager, to decide if your English language ability is sufficient to be eligible for the program/course</p>  |                |
| <b>Profile of the programme</b>              | <p>Sport &amp; Entertainment marketing is a subdivision of <a href="#">marketing</a> which focuses both on the promotion of sports, events, games, music and films as the promotion of other products and services through sport and entertainment. Students will work on real-life business cases coming directly from the industry. Through these projects students can apply their theoretical knowledge, provided by the lecturers and guest lecturers, all with a background in the sport &amp; entertainment industry.</p> <p>The purpose of the program is to introduce students to the business of sport and entertainment (which is a growing aspect of marketing these days), while giving them the opportunity to speak with and learn from top (inter)national professionals in the industry in a professional but relaxed (classroom) environment.</p> <p>For example: For the project 'International Exchange Project' this year students are actively involved in the organization of the KLM Curacao Marathon and as a part of the project most of the students will travel to Curacao to actively participate in the organization of this event.</p> |                |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>- English B2; <ul style="list-style-type: none"> <li>o Students will take a compulsory English proficiency test in week 1 (or Introduction Day) in order to check eligibility to participate in the courses;</li> </ul> </li> <li>- Foundation of introductory course(s) in Marketing Management</li> <li>- Please note, by choosing this package you will have to participate in ALL the courses included.</li> <li>- A background or strong interest in Sport and/or Entertainment business</li> </ul>   |                |
| <b>Course structure diagram with credits</b> | Course unit title   | Number of ECTS |
|  | Project Sport and Entertainment   | 10             |
|  | Event Marketing   | 5              |
|  | Entertainment Marketing   | 5              |
|  | Sports Marketing  | 5              |
|  | SEM in International Perspective (incl. international study trip)   | 5              |
| <b>Name academic coordinator</b>             | K. van Gastel; <a href="mailto:karin.vangastel@hu.nl">karin.vangastel@hu.nl</a>   |                |
| <b>Name programme coordinator</b>            | M.Gregoire  |                |
| <b>Email address coordinator</b>             | <a href="mailto:martijn.gregoire@hu.nl">martijn.gregoire@hu.nl</a>  |                |

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| <b>Note</b> | <p>Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is not possible to combine (2 or more) programmes in one single period.</p> <p>Please note, by choosing this package you will have to participate in ALL the courses included.</p> <p>For the international trip you should expect an own contribution for travel and accommodation costs of around EUR 750,-. There is an alternative assignment, in case you cannot bear the costs, though you will miss out on a great experience</p> |
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| <b>Programme title</b>                       | <b>Sports Management (30 EC)</b>   |  |
| <b>Programme code</b>                        | MC-SPORTMAN-18   |  |
| <b>Level</b>                                 | Year 3/4   |  |
| <b>Semester</b>                              | Fall   |  |
| <b>Number of ECTS</b>                        | 30   |  |
| <b>Language of instruction</b>               | <p>English</p> <p>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the program manager, to decide if your English language ability is sufficient to be eligible for the program/course</p>   |  |
| <b>Profile of the programme</b>              | <p>The sports industry is an important and growing market, which is constantly on the move. Companies and events in the sport business are distinguished by the emotional involvement of participants and spectators and the worldwide media attention.</p> <p>The Sports Management minor gives students a broad insight into the many aspects of sports management, so that you can manage at a tactical and strategic level as a future manager at a sports organization and understand the coherence between different disciplines. We look at the Dutch sports market, but also at international sports management and cultural differences, through an exchange project with an international partner institution.</p> <p>Sports management advice is work for specialists. You get to deal with both professionals and volunteers in an organization in sports, with training and coaching doctrine, with marketing communication, sports law, financial services, government regulation and challenging market conditions. All these elements are covered in this minor. For example, you research Dutch and international sponsoring and marketing opportunities. You will also learn how to deal with legislation, rights and contracts and learn about sports psychology and exercise physiology. Finally, attention is paid to setting up your own sports company.</p> |  |
| <b>Entry requirements</b>                    | English B2   |  |
| <b>Course structure diagram with credits</b> | Course unit title  | <b>Course structure diagram with credits (mentioning the</b> |

|                                   |  |                                |
|-----------------------------------|--|--------------------------------|
|                                   |  | <i>different course units)</i> |
|                                   | Sports Management  | 5                              |
|                                   | Sports Marketing   | 5                              |
|                                   | Sports Psychology & Effort Physiology  | 5                              |
|                                   | Sports Finance   | 5                              |
|                                   | Starting your own sports company   | 5                              |
|                                   | Sports Management in international perspective (incl. international Study trip abroad)   | 5                              |
| <b>Academic Coordinator</b>       | Karin van Gastel, <a href="mailto:k.vangastel@hu.nl">k.vangastel@hu.nl</a>   |                                |
| <b>Name programme coordinator</b> | M.Gregoire   |                                |
| <b>Email address coordinator</b>  | <a href="mailto:martijn.gregoire@hu.nl">martijn.gregoire@hu.nl</a>   |                                |
| <b>Note</b>                       | <p>Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is not possible to combine (2 or more) programmes in one single period.</p> <p>Please note, by choosing this package you will have to participate in ALL the courses included.</p> <p>For the international trip you should expect an own contribution of approx. 250 EUR for travel and accommodation costs . There is an alternative assignment, in case you cannot bear the costs, though you will miss out on a great experience</p> |                                |

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| <b>Programme title</b>          | <b>Advanced English Language; Professional &amp; (pre-) Master Skills in English</b><br>(30 EC)  |
| <b>Programme code</b>           | M-PROSKILLS  |
| <b>Level</b>                    | Year 3 and 4   |
| <b>Semester</b>                 | Fall-Spring  |
| <b>Number of ECTS</b>           | 30   |
| <b>Language of instruction</b>  | English  |
| <b>Profile of the programme</b> | <p>Are you that motivated, ambitious student who aims for an international career, or would you like to continue your education internationally and do a (pre-) master study? If so, then this is the minor you should follow to help you on your way to a successful future. The six modules of the Minor "Professional &amp; (pre-) Master Skills in English" provide you with the necessary practical professional and academic skills to fully operate at the highest level in any professional and/or academic environment in English. Learning a language is one thing, but maintaining your language skills and being able to apply these skills professionally in a range of situations is crucial for your future career. Therefore, this minor is particularly aimed at <b>students who already have a good command of English</b> (B2, C1 or C2 level) or who have obtained a higher Cambridge certificate.</p> <p>In this minor you are going to put your knowledge and skills in English into practice through a wide variety of professional and academic assignments. You will understand and profess the norms and professional etiquettes that are required in an international business setting or academic environment. The six modules of this Minor provide you with the necessary practical professional and academic skills to fully operate at the highest level in any professional and/or academic environment in English.</p> |
| <b>Entry requirements</b>       | Proof of good command of English (B2, C1 or C2 level) or a higher Cambridge certificate  |

| Course structure diagram with credits      | Course unit title  | Number of ECTS |
|--|--|----------------|
|  | Advanced English 1   | 5              |
|  | Advanced English 2   | 5              |
|  | The English Speaking World   | 5              |
|  | Skills 1: Argumentative essay writing , discussions of professional and academic articles, Corporate Communication and Marketing communication, Public Affairs, press releases and Public Relations, European Tenders  | 5              |
|  | Skills 2: Holding and preparing Presentations of international affairs, Extensive application training, Organising - preparing – chairing – and participating in meetings, discussions, debates, etc..   | 5              |
|  | The Final: an individual academic or professional paper needs to be produced, presented  | 5              |
| <b>Name and email academic coordinator</b> | K. van Gastel, <a href="mailto:Karin.vangastel@hu.nl">Karin.vangastel@hu.nl</a>  |                |
| <b>Name programme coordinator</b>          | E.Das  |                |
| <b>Email address coordinator</b>           | <a href="mailto:Edo.das@hu.nl">Edo.das@hu.nl</a>   |                |
| <b>Note</b>                                | <p>Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period.</p> <p>Please note, by choosing this package you will have to participate in ALL the courses included.</p> |                |

## ***Institute for Finance & Control***

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| <b>Programme title</b>          | <b>Treasury Management</b>   |
| <b>Programme code</b>           | IFC-TREASMNGT-FALL   |
| <b>Level</b>                    | Year 3/4, Minor  |
| <b>Semester</b>                 | Fall   |
| <b>Number of ECTS</b>           | 30   |
| <b>Language of instruction</b>  | <p>English</p> <p>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course</p>   |
| <b>Profile of the programme</b> | <p>The minor (already for 6 years available in Dutch at HU and the only one in this field in the Netherlands) focuses on the treasurers' function within larger SME's, corporates and non-profit organizations. It provides real life insights for (F&amp;C students) and is an add-on for students in business (economics) and control.</p> <p>The programme is organised and delivered in cooperation with organizations and companies like DACT (Dutch Association of Corporate Treasurers), and (just to mention a few) Wolters Kluwer, Booking.com, Tesla, Shell, and consultants like Enigma and ICC.</p> <p>Companies provide real life assignments which students have to present at</p> |

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|  | <p>the end of the minor to representatives of these companies. Also a treasury head-hunter will provide a guest lecture.</p> <p>Students will learn about treasury tools, treasury organisation and engage in hands-on problem solving of treasury issues and will apply advising skills in complex financial environments.</p> <p>Intended Learning Outcomes:</p> <ul style="list-style-type: none"> <li>• Understanding the intricacies of (strategic) financial decisions;</li> <li>• Analysing financial treasury information of companies;</li> <li>• Preparing financial advices on forecasts, M&amp;A investments, capital structure;</li> <li>• Applying investor relations, behavioural finance and fin-tech</li> </ul> |                       |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>➤ English B2</li> <li>➤ 2 years of business education at bachelors level with specialisation in business economics or finance or banking</li> </ul>   |                       |
| <b>Course structure diagram with credits</b> |  | <b>Number of ECTS</b> |
|  | Corporate finance  | 5                     |
|  | Cash and Credit Management   | 5                     |
|  | Accounting & Tax   | 5                     |
|  | Insurance & Pensions   | 5                     |
|  | FX and interest rate risk management   | 5                     |
|  | Real-life Consultancy assignment   | 5                     |
| <b>Name academic Coordinator</b>             | G-J Lanting <a href="mailto:gerrit-jan.lanting@hu.nl">gerrit-jan.lanting@hu.nl</a>   |                       |
| <b>Name programme coordinator</b>            | F. Boumans   |                       |
| <b>Email address coordinator</b>             | <a href="mailto:Frans.boumans@hu.nl">Frans.boumans@hu.nl</a>   |                       |
| <b>Note</b>                                  | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period.   |                       |



## Spring 2021-2022 (February 2022-July 2022)

Application deadline Spring semester (starting in February) is 15 October 2021

### *Institute for International Business Studies*

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| <b>Programme title</b>                         | <b>Strategic Thinking &amp; Management and Organisation Development</b>   |                       |
| <b>Programme code</b>                          | IB-STRAT-Spring   |                       |
| <b>Level</b>                                   | Year 3-4  |                       |
| <b>Semester</b>                                | Spring  |                       |
| <b>Number of ECTS</b>                          | 30  |                       |
| <b>Language of instruction</b>                 | English   |                       |
| <b>Profile of the programme</b>                | <p>In a world of increasing uncertainty and rapid change, how do organisations adapt and react so that they survive and grow? “What do enterprises and individuals need to thrive in today’s volatile, uncertain, complex and ambiguous global economy?”</p> <p>What does it take for a business to thrive in an era of disruptive technologies and social upheavals, to engage the passion and creativity of employees to take advantage of adjacent and transformational business opportunities? This semester is the journey of learning to navigate 21 century’s enterprise challenges.</p> <p>The semester will lead students to strategies in different situations, where an innovative approach is needed, what innovation covers, analysis of cases, deep dive discussions.</p> <p>Keywords: Strategic Management, Innovation, Agile, Case studies, real-life project, reflection, coaching, tutorials</p> <p>This module has a lot of academic reading so works best for active students with a curious mind and at least level B2 in English.</p> |                       |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- Solid basis on intermediate to advanced level in International Business and Management</li> <li>- Minimum English B2, however as this module has a lot of academic reading so works best for active students with a curious mind and at least level C1 English!</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC’s). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p>   |                       |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>  | <b>Number of ECTS</b> |
|  | Strategy & Organisation 1: Cases  | 10                    |
|  | Strategy & Organisation 2: Project  | 10                    |
|  | Professional Skills 1: Negotiations   | 5                     |
|  | Professional Skills 2: Networking   | 5                     |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser   |                       |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>  |                       |
| <b>Note</b>                                    | Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is <u>not</u> possible to combine (two or  |                       |

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|  | more) programmes in one single period. |
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| <b>Programme title</b>                         | <b>International Finance 3/4 (30 EC)</b>   |                       |
| <b>Programme code</b>                          | IF-SEM2  |                       |
| <b>Level</b>                                   | Year 3-4   |                       |
| <b>Semester</b>                                | Spring   |                       |
| <b>Number of ECTS</b>                          | 30   |                       |
| <b>Language of instruction</b>                 | English  |                       |
| <b>Profile of the programme</b>                | This programme serves as a Specialisation Track in <i>International Finance</i> in the four years' Bachelor degree programme International Business & Management Studies.  |                       |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Finance</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |                       |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>   | <b>Number of ECTS</b> |
|  | Corporate Finance  | 5                     |
|  | Consulting Skills  | 10                    |
|  | Finance Consulting Project   | 10                    |
|  | One of the following:  |                       |
|  | Sustainable Finance & Investment OR<br>Business Domain   | 5<br>5                |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser  |                       |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |                       |
| <b>Note</b>                                    | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.   |                       |

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| <b>Programme title</b>          | <b>International Marketing Management 3/4 (30 EC)</b>  |  |
| <b>Programme code</b>           | IMM-SEM2   |  |
| <b>Level</b>                    | Year 3   |  |
| <b>Semester</b>                 | Spring   |  |
| <b>Number of ECTS</b>           | 30   |  |
| <b>Language of instruction</b>  | English  |  |
| <b>Profile of the programme</b> | This programme serves as a Specialisation Track in <i>International Marketing</i> in the four year Bachelor degree programme International Business & Management Studies.  |  |
| <b>Entry requirements</b>       | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Marketing</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide</p> |  |

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|  | if your English language ability is sufficient to be eligible for the programme/course.   |                       |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>  | <b>Number of ECTS</b> |
|  | Digital Marketing & Media   | 5                     |
|  | Consulting Skills   | 10                    |
|  | Marketing Consulting Project  | 10                    |
|  | One of the following:   |                       |
|  | Consumer Behaviour & Branding OR<br>Business Domain   | 5<br>5                |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser   |                       |
| <b>Email address coordinator</b>               | <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>  |                       |
| <b>Note</b>                                    | Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period. |                       |

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| <b>Programme title</b>                       | <b>International Business for Emerging Markets (30 EC) –provisional, see note</b>  |  |
| <b>Programme code</b>                        | MB-EMERG-SEM1  |  |
| <b>Level</b>                                 | Year 3/4, Minor  |  |
| <b>Semester</b>                              | Fall   |  |
| <b>Number of ECTS</b>                        | 30   |  |
| <b>Language of instruction</b>               | English  |  |
| <b>Profile of the programme</b>              | <p>“By 2025, annual consumption in emerging markets will reach \$30trn: the biggest growth opportunity in the history of capitalism” (McKinsey &amp; Company). This programme anticipates important shifts in international business and provides a solid basis concerning the opportunities and threats of doing business in newly emerging markets. Thanks to a long period of strong economic growth and an increasing purchasing power of a growing group of consumers, many emerging economies are also becoming more and more interesting as a new market for goods and services. At the same time, these economies are also characterized by the presence of ‘institutional gaps’, both in infrastructure and in regulation. On the one hand these institutional gaps complicate doing business, but on the other hand, it also encourages the development of new, innovative business models. As such, this programme offers a unique content that goes beyond the established international business theories and practices. Providing a hands on programme in which application of new insights is key. The program is attractive to European as well as non-European students with a strong international orientation, who are open to new business opportunities outside the beaten-track.</p> |  |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>- Solid basis on advanced level in International Business Management</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC’s). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p>   |  |
| <b>Course structure diagram with credits</b> | <b>Course unit title</b>   | <b>Course structure diagram with credits</b> |
|  | Global Entrepreneurship  | 10   |
|  | International Business 1: Strategy   | 5  |

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|  | Economic and Social Development  | 5 |
|  | International Business 2: Organizational Behaviour   | 5 |
|  | Doing Business in Emerging Markets   | 5 |
| <b>Name academic coordinator</b>           | Margo Bongers, Cindy Neeser <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>   |   |
| <b>Name programme coordinator</b>          | N. de Witte  |   |
| <b>Email address programme coordinator</b> | <a href="mailto:nils.dewitte@hu.nl">nils.dewitte@hu.nl</a>   |   |
| <b>Note</b>                                | <p>Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.</p> <p><b>Please note</b> that by half October it will be confirmed whether this programme will take place in Fall 21; therefore if you choose this programme, please give us an extra option (3 choices), in case that it will not be offered</p> |   |

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| <b>Programme title</b>          | <b>Business Management Analytics</b> please check the website if this programme will indeed be offered in 21-22 – or in 22-23 only  |
| <b>Programme code</b>           | BMA   |
| <b>Level</b>                    | Year3/4 minor   |
| <b>Semester</b>                 | Fall  |
| <b>Number of ECTS</b>           | 30  |
| <b>Language of instruction</b>  | English   |
| <b>Profile of the programme</b> | <p>This minor fits the current market need for graduates who are well rounded and particularly strong in their capability to understand the flow of business information and bridge the gap between analysis and strategic decision-making.</p> <p>The minor is designed to produce analytically savvy graduates adapt at working in interdisciplinary teams in any organization to solve complex business problems with the power of data driven strategy.</p> <p>Learning aims:</p> <ul style="list-style-type: none"> <li>• Understand new and best-practice methods used to collect data;</li> <li>• How to increase efficiency and improve business performance by discovering patterns in data;</li> <li>• Use historical business data to estimate forecasts for future events using trends and seasonality</li> <li>• Learn the appropriate tools to gain new data insights and predicting future outcomes</li> <li>• Formulate data-driven recommendations to inform the strategic business decisions that lead your company toward success</li> <li>• How to analyse financial statements and reporting the performances via digital reporting techniques</li> <li>• Understand how marketing insights enhance decision-making by converting data into insights for decisions such as: segmentation, positioning, product development, promotion, advertising response, etc.</li> <li>• Introduce you to the most common market intelligence tools</li> <li>• Gain deeper understanding of evolving financial industry particularly financial technology shaping digital currencies and future payment systems</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• Learn about fintech components like digital finance channels, blockchain, DeFi – decentralized finance and cryptocurrencies</li> <li>• utilize different financial analysis tools and techniques for decision making</li> <li>• Get hands on experience with industry based projects using analytical tools</li> </ul>  |                       |
| <b>Entry requirements</b>                    | <ul style="list-style-type: none"> <li>- Solid basis on advanced level in International Business Management</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |                       |
| <b>Course structure diagram with credits</b> | <b>Course unit title</b>   | <b>Number of ECTS</b> |
|  | Data Analytics   | 5                     |
|  | Financial Analytics  | 5                     |
|  | Management Information Systems   | 5                     |
|  | Marketing Analytics  | 5                     |
|  | Industry Based Project   | 5                     |
|  | FinTech  | 5                     |
| <b>Name academic coordinator</b>             | Margo Bongers, Cindy Neeser <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>   |                       |
| <b>Name programme coordinator</b>            | Samuel Ackah   |                       |
| <b>Email address programme coordinator</b>   | <a href="mailto:Samuel.ackah@hu.nl">Samuel.ackah@hu.nl</a>   |                       |
| <b>Note</b>                                  | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.   |                       |

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| <b>Programme title</b>          | <b>Globalising Business (30 EC)</b>  |
| <b>Programme code</b>           | MB-GLOB-SEM2   |
| <b>Level</b>                    | Year 3/4, Minor  |
| <b>Semester</b>                 | Spring   |
| <b>Number of ECTS</b>           | 30   |
| <b>Language of instruction</b>  | English  |
| <b>Profile of the programme</b> | As globalisation is ever-increasing, organisations demand you are not only aware of this development and its consequences, but also have the tools to deal with it in a business context. During the project, students will take up a consulting role for a company that wants to internationalise and will report on their findings to the client. A management simulation game is played in order to gain insight into the interdependence of various management disciplines in a dynamic environment. Keywords: Entrepreneurship, Small, Medium-sized Business, Consulting Skills, International Business, Innovation and Creativity, Personalised learning and Sustainability. |
| <b>Entry requirements</b>       | <ul style="list-style-type: none"> <li>- Solid basis on intermediate level in International Business Management</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request</p>  |

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|  | you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course. |                       |
| <b>Course structure diagram with credits</b> | <b>Course unit title</b>   | <b>Number of ECTS</b> |
|  | Consultancy  | 5                     |
|  | Managing Change and Innovation   | 5                     |
|  | Topics in International Business   | 5                     |
|  | Business in Society  | 5                     |
|  | Global Management Project, incl. Business Simulation Game  | 10                    |
| <b>Name Academic coordinator</b>             | Margo Bongers, Cindy Neeser <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>   |                       |
| <b>Name programme coordinator</b>            | M. Lind van Wijngaarden  |                       |
| <b>Email address coordinator</b>             | <a href="mailto:menno.lind@hu.nl">menno.lind@hu.nl</a>   |                       |
| <b>Note</b>                                  | Please note that the programme reflects a ( <u>logical</u> ) bundle of <u>courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (two or more) programmes in one single period.  |                       |

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| <b>Programme title</b>  | <b>International Business Skills</b>  |
| <b>Programme code</b>   | MC-INTBUSK-17   |
| <b>Level</b>  | Year 3/4, Minor   |
| <b>Semester</b>   | Spring  |
| <b>Number of ECTS</b>   | 30  |
| <b>Language of instruction</b>  | English<br>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required number of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course  |
| <b>Profile of the programme</b><br><i>(Introduction / summary text)</i>                     | In this International Business Skills minor you will be working on improving your personal qualities, and thus on strengthening the profile of your company. The trust in you is built particularly by the display of your capability of adjusting yourself to the local culture. That is why following this minor is not only limited to classroom activities and project work, but also extends to the golf course and the (wine) table.<br>This minor will give you a head start for an international career. Should you wish to continue your studying career, it will help you make a more goal-oriented decision. Ideally speaking, you are an ambitious student with an eye for other people: you set commercial objectives and treat your partners with respect.<br>This minor offers training in international commercial skills: you will develop knowledge and skills in the fields of International Branding, Human Resource Management, Social Business Skills and International Marketing Communication. In addition, you will be offered theories about doing business in an international context, with a particular emphasis on the impediments occurring during the development and implementation of the communication mix (Advertising, PR, Sales Promotion, Personal Selling). |
| <b>Entry requirements</b> <i>(if applicable, e.g. application documents, English level,</i> | <ul style="list-style-type: none"> <li>➤ English B2</li> <li>➤ Students will take a compulsory English proficiency test in week 1;</li> <li>➤ Foundation of introductory course(s) in Marketing Management;</li> </ul>  |

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| <i>background in field)</i>  | Please note, by choosing this package you will have to participate in ALL the courses included.  |                |
| <b>Course structure diagram with credits</b><br><i>(mentioning the different course units)</i> | Course unit title  | Number of ECTS |
|  | International branding in a B- to B environment  | 5              |
|  | International Sales  | 5              |
|  | Human Resource Management  | 5              |
|  | World of Diversity   | 5              |
|  | Social Business Skills (Golf, Wine Etiquette)  | 5              |
|  | International Marketing Communication & Sales Plan 1 (Casework)  | 5              |
| <b>Name academic coordinator</b>   | Margo Bongers, Cindy Neeser <a href="mailto:IB@incoming.hu.nl">IB@incoming.hu.nl</a>   |                |
| <b>Name programme coordinator</b>  | Th. Daselaar   |                |
| <b>Email address coordinator</b>   | <a href="mailto:theo.daselaar@hu.nl">theo.daselaar@hu.nl</a>   |                |
| <b>Note</b>  | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period. Please note, by choosing this package you will have to participate in ALL the courses included.<br>For a recent testimonial by a former student, click <a href="#">here</a> . |                |

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| <b>Programme title</b>                         | <b>Elective Dutch Beginners (5 EC)</b>  |  |
| <b>Programme code</b>                          | DUTBEGA1-SEM2   |  |
| <b>Level</b>                                   | Beginners   |  |
| <b>Semester</b>                                | Spring  |  |
| <b>Number of ECTS</b>                          | 5   |  |
| <b>Language of instruction</b>                 | English   |  |
| <b>Profile of the programme</b>                | Beginners course Dutch language.  |  |
| <b>Entry requirements</b>                      | - English B2<br>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course. |  |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>  | <b>Course structure diagram with credits</b> |
|  | Dutch Beginners A1  | 5  |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser   |  |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>  |  |

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| <b>Programme title</b> | <b>Elective Dutch Intensive (5 EC)</b> |  |
| <b>Programme code</b>  | DUTINTA2-SEM2                          |  |
| <b>Level</b>           | Intermediate                           |  |
| <b>Semester</b>        | Spring                                 |  |
| <b>Number of ECTS</b>  | 5                                      |  |

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| <b>Language of instruction</b>                 | English  |  |
| <b>Profile of the programme</b>                | Advanced course Dutch language.  |  |
| <b>Entry requirements</b>                      | <ul style="list-style-type: none"> <li>- Dutch Beginners A1</li> <li>- English B2</li> </ul> <p>NB: If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i>, we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager to decide if your English language ability is sufficient to be eligible for the programme/course.</p> |  |
| <b>Course structure diagram with credits</b>   | <b>Course unit title</b>   | <b>Course structure diagram with credits</b> |
|  | Dutch Intensive A2   | 5  |
| <b>Name academic and programme coordinator</b> | Margo Bongers, Cindy Neeser  |  |
| <b>Email address coordinator</b>               | <a href="mailto:IB.incoming@hu.nl">IB.incoming@hu.nl</a>   |  |



## Institute for Marketing & Commerce

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| <b>Programme title</b>  | <b>International Advertising (30 EC)</b>   |                |
| <b>Programme code</b>   | MC-INTERADV-08-SEM1 (Fall); MC-INTERADV-08-SEM2 (Spring)   |                |
| <b>Level</b>  | Year 3/4, Minor  |                |
| <b>Semester</b>   | Fall and Spring  |                |
| <b>Number of ECTS</b>   | 30   |                |
| <b>Language of instruction</b>  | English<br>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course   |                |
| <b>Profile of the programme</b><br>(Introduction / summary text)  | <p>Intermediate to advanced level programme on International Advertising. Your whole life you have been confronted with advertising: billboards, TV commercials, ads, brochures, banners, virals, pop-ups, and many more. But what is advertising? If you look beyond the song-and-dances, the pretty pictures and the happy shiny people, you will see that advertising is more than a message that fills the space around television programs, newspaper and magazine articles. Advertising is a complex form of communication based on strategies and objectives that will result in various forms of impact on the thinking, feeling and actions of consumers.</p> <p>Advertising is all about creating a message and sending it to the consumer so that he or she will react in a specific way. But how do you get the consumer to react the way you intended? How do you cut through the clutter of all those other advertisements and reach the consumer? To write objectives, you must have some understanding of how these messages work. In this course you will learn about the principles and practice that make an advert effective.</p> <p>This course is under authorization of the I.A.A. (International Advertising Association - Dutch Chapter). An IAA certificate can be obtained by students that pass all courses.</p> |                |
| <b>Entry requirements</b> (if applicable, e.g. application documents, English level, background in field) | <ul style="list-style-type: none"> <li>➤ English B2 + fluent in English writing and speaking;</li> <li>➤ Students will take a compulsory English proficiency test in week 1 in order to be allowed to participate in the courses Copywriting and Creative Research;</li> <li>➤ Foundation of introductory course(s) in Marketing Management</li> </ul>   |                |
| <b>Course structure diagram with credits</b><br>(mentioning the different course units)                   | Course unit title  | Number of ECTS |
|   | Branding Strategy  | 5              |
|   | Cultural values and communication in an international perspective  | 5              |
|   | Creative Research  | 5              |
|   | The Psychology of Marketing Communication  | 5              |
|   | Copywriting  | 5              |
|   | Final Creative Assignment  | 5              |
| <b>Name academic and programme coordinator</b>  | K. van Gastel  |                |
| <b>Email address coordinator</b>  | <a href="mailto:Karin.vangastel@hu.nl">Karin.vangastel@hu.nl</a>   |                |
| <b>Note</b>   | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u>  |                |

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|  | possible to combine (2 or more) programmes in one single period. |
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| <b>Programme title</b>   | <b>Music Marketing (30 EC)</b>   |                |
| <b>Programme code</b>  | MC-MUSICMARK-11-SEM1 (Fall); MC-MUSICMARK-11-SEM2 (Spring)   |                |
| <b>Level</b>   | Year 3/4, Minor  |                |
| <b>Semester</b>  | Fall and Spring  |                |
| <b>Number of ECTS</b>  | 30   |                |
| <b>Language of instruction</b>   | English<br>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language ability is sufficient to successfully participate in that specific course. In all cases it is up to the programme manager, to decide if your English language ability is sufficient to be eligible for the programme/course |                |
| <b>Profile of the programme</b><br><i>(Introduction / summary text)</i>  | Intermediate level programme. The Minor Music Marketing and Management covers most aspects of the music business<br>The purpose of the program is to introduce students to the business of entertainment (which is a growing aspect of marketing these days), specifically the business of music, while giving them the opportunity to speak with and learn from top (inter)national professionals in the industry.  |                |
| <b>Entry requirements</b> <i>(if applicable, e.g. application documents, English level, background in field)</i> | <ul style="list-style-type: none"> <li>➤ English B2</li> <li>➤ Foundation of introductory course(s) in Marketing Management</li> <li>➤ Please note, by choosing this package you will have to participate in ALL the courses included.</li> </ul>  |                |
| <b>Course structure diagram with credits</b><br><i>(mentioning the different course units)</i>                   | Course unit title  | Number of ECTS |
|  | Music Marketing  | 5              |
|  | Music Event Marketing  | 5              |
|  | Music Accountancy  | 5              |
|  | Music Management   | 5              |
|  | Project  | 10             |
| <b>Name academic coordinator</b>   | K. van Gastel, <a href="mailto:karin.vangastel@hu.nl">karin.vangastel@hu.nl</a>  |                |
| <b>Name programme coordinator</b>  | M. Gregoire  |                |
| <b>Email address coordinator</b>   | Martijn <a href="mailto:Gregoire@hu.nl">Gregoire@hu.nl</a>   |                |
| <b>Note</b>  | Please note that the programme reflects a <u>(logical) bundle of courses/subjects</u> (and should normally be followed as such); it is <u>not</u> possible to combine (2 or more) programmes in one single period.   |                |

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| <b>Programme title</b>         | <b>Sport &amp; Entertainment Marketing (30 EC)</b>   |  |
| <b>Programme code</b>          | MC-SEMMARK-14  |  |
| <b>Level</b>                   | Year 3/4   |  |
| <b>Semester</b>                | Fall & Spring  |  |
| <b>Number of ECTS</b>          | 30   |  |
| <b>Language of instruction</b> | English<br>If your English language ability proves to be <i>insufficient to participate actively in (parts of) the courses you have chosen</i> , we cannot be bound to the Learning Agreement, neither can we guarantee to offer you the required amount of Study load (EC's). Teachers might request you to take a diagnostic test at the start of the course to check if your English language |  |

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|   | ability is sufficient to successfully participate in that specific course. In all cases it is up to the program manager, to decide if your English language ability is sufficient to be eligible for the program/course   |                |
| <b>Profile of the programme (Introduction / summary text)</b>   | <p>Sport &amp; Entertainment marketing is a subdivision of marketing which focuses both on the promotion of sports, events, games, music and films as the promotion of other products and services through sport and entertainment. Students will work on real-life business cases coming directly from the industry. Through these projects students can apply their theoretical knowledge, provided by the lecturers and guest lecturers, all with a background in the sport &amp; entertainment industry.</p> <p>The purpose of the program is to introduce students to the business of sport and entertainment (which is a growing aspect of marketing these days), while giving them the opportunity to speak with and learn from top (inter)national professionals in the industry in a professional but relaxed (classroom) environment.</p> <p>For example: For the project 'International Exchange Project' this year students are actively involved in the organization of the KLM Curacao Marathon and as a part of the project most of the students will travel to Curacao to actively participate in the organization of this event.</p> |                |
| <b>Entry requirements (if applicable, e.g. application documents, English level, background in field)</b> | <ul style="list-style-type: none"> <li>- English B2 <ul style="list-style-type: none"> <li>o Students will take a compulsory English proficiency test in week 1 (or Introduction Day) in order to check eligibility to participate in the courses</li> </ul> </li> <li>- Foundation of introductory course(s) in Marketing Management</li> <li>- Please note, by choosing this package you will have to participate in ALL the courses included.</li> <li>- A background or strong interest in Sport and/or Entertainment business</li> </ul>   |                |
|   | Course unit title   | Number of ECTS |
|   | Project Sport and Entertainment   | 10             |
|   | Event Marketing   | 5              |
|   | Entertainment Marketing   | 5              |
|   | Sports Marketing  | 5              |
|   | SEM in International Perspective (International exchange trip)  | 5              |
| <b>Name academic coordinator</b>  | K. van Gastel, <a href="mailto:karin.vangastel@hu.nl">karin.vangastel@hu.nl</a>   |                |
| <b>Name programme coordinator</b>   | M.Gregoire  |                |
| <b>Email address coordinator</b>  | <a href="mailto:martijn.gregoire@hu.nl">martijn.gregoire@hu.nl</a>  |                |
| <b>Note</b>   | <p>Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is not possible to combine (2 or more) programmes in one single period.</p> <p>Please note, by choosing this package you will have to participate in ALL the courses included.</p> <p>For the international trip you should expect an own contribution for travel and accommodation costs of around EUR 750,-. There is an alternative assignment, in case you cannot bear the costs, but you will miss out on a great experience.</p>  |                |