

Fall semester - block 1 (September – November)

Minor Sustainability in Business

15 ects – 10 contact hours per week

The High Impact Learning that Lasts (HILL) method will be implemented via group works/workshops/individual assignments/flash and guest lectures and site visits.

Course content

The aim of this minor is to provide IB students with an improved understanding of sustainability dimensions from a marketing, supply chain, and financial perspective. That is, this minor will provide IB students with the state-of-the-art knowledge and practical experience regarding sustainability – related issues in business. Expertise sessions, coaching on the business-related problem regarding sustainable production, consumption, and financial behavior, flash/guest lectures and analytical skills will enhance the knowledge and practical experience of IB students and will equip them for conducting business analysis in the context of sustainability.

Fall semester – block 2 (November – February)

Minor Global Social Enterprise

15 ects – 12-15 contact hours per week

Global Social Enterprise invites students to reinventing international business around a human focus and/or with societal impact. Through HILL-learning concept, using interactive (online) workshops, (online) teamwork, real life challenges, (online) guest lectures, company visits, a study trip (tentative) and students' own input, participants will explore, discover and connect new approaches of practicing international business. A professional attitude and being open-minded are highly appreciated. Students will work in diverse teams of 2-3 persons. They will take the lead in their own learning.

Course content

The meaning of the Global Social Enterprise will be illuminated from different major facets to reinvent international business and to understand its current complexity in today's global context of environmental devastation and social inequality. The GSE will focus not only on reducing harm but also on working pro-actively on the role of business improving the planet by next generation business professionals. It is about challenging ways of critical thinking and working, without ignoring the tools of working and management to create the international business of tomorrow's planet. Students from various courses will be challenged to find new ways and concepts of doing international business with a human focus and/or environmental sensitivity. The following key topics in the minor have in common global social entrepreneurship. Each part aims at a critical understanding and analysis of sustainable global marketing in interaction with its social and economic environment, zooming in on a specific issue that will provide a focus for analysis of a range of different international social business practices like Global Green Marketing, The Environmental Track: environmental communication, Innovation and stakeholder management.

Spring semester – block 3 (February – April)

Minor Applied Sustainability 1

15 ects – 15 contact hours per week

Multidisciplinary knowledge & skills/field work using the method of High Impact Learning that Lasts (HILL) via group works/workshops/flash and guest lectures

Course content

The aim of this minor is to provide students from different faculties with an improved understanding of the sustainability issues in the diverse areas of business, technology and life sciences. Following a multidisciplinary approach, this minor will offer to students a helicopter view of this subject through knowledge, individual assignments, “real-life” case presentations, and research-based skills by following the HILL approach. Sustainability in business (including topics like ethics, communication, finance, marketing, supply chain management and inter-cultural aspects of business organizations). Sustainability in technology (including topics like new sustainable technologies like waste management, lean production, sustainable buildings, concept zero/carbon footprint). Sustainability in life sciences (including topics like biomaterials, DNA, technology and health). All three elements will be taught by following the HILL approach.

Spring semester – block 4 (April – July)

Minor Applied Sustainability 2

15 ects – 8 contact hours per week

Multidisciplinary field work using the method of High Impact Learning that Lasts (HILL) via group works/workshops/individual assignments/flash and guest lectures and site visits.

Course content

The aim of this minor is to provide students from different faculties with an improved understanding of the practical aspects of sustainability issues in the diverse areas of business, technology and life sciences through field work. Following a multidisciplinary approach, this minor will engage students from different faculties into relevant field work and will offer coaching, supervision, and guest/flash lectures and expertise sessions on research-based consulting skills that a sustainability applied consultant should acquire. Sustainability in business, technology, and in life sciences is a minor that will enhance students’ practical and research-based consulting skills in the broad field of sustainability. All three scientific fields will be integrated and implemented by following the HILL approach and they will come together in a large real life multidisciplinary project: students work in multidisciplinary groups on an assignment for a real project (like Chill) or a real life company on the subject of sustainability. The supervision of this project will be done by lecturers from Beta, IB and Facility Management academies & corresponding research centers.

Spring semester – block 4 (April – July)

Minor Visual Intelligence

15 ects – 12 contact hours per week

In this minor students learn, based on smart use of data and visualisations, to find, recognise, develop new insights and opportunities, followed by a smart application of this knowledge. Additionally attention will be paid to data&visual literacy: thorough understanding of the role data and visualisations have in the 21st century, good interpretation of data and visualisations as well as in which way data and visualisations can/have to be used. We will achieve this based on real-life cases and an interdisciplinary setting.

Course content

The minor consists of both a general, knowledge building part as well as an appliance part. In the knowledge building part the 3 corner stones of visual intelligence will be covered: 1) understanding data visually, 2) data as building bricks and 3) innovation with data. The content will be offered partly in theory (knowledge building) as working on a real-life case (appliance) by the students.