

Management Studies

Course guide 2024-2025

Semester	Spring (semester 2)
Inholland location(s)	Alkmaar
Inholland faculty	Business, Finance & Law
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Quality Management	4	1319OE300Z
QSHE Management	2	1319OE301Z
Corporate Responsibility	5	1317CORREZ
Information Management	3	1319INMANZ
Data Management	2	1319EXDMAZ
Quality Assurance Business Product	5	1317QABPRZ
Customer Behaviour	5	1317OE104Z
Research Skills: Optimization of services	4	1317RSOSEZ
Dutch language & culture (extracurricular)	2	1320DL001Z

Content subjects

Quality Management

In Quality Management the student learns how to measure and improve the performance of organizations, people and processes. To do this, organizations use techniques and systems which are based on the PDCA cycle. In many cases it is a good idea for the organization to set up and maintain a certified quality system. As well as quality assurance, organizations have to deal with (statutory) requirements in the field of working conditions and the environment. Management (continuous improvement) of these has much in common with quality management: risk avoidance and process management play a key role.

QSHE Management

Besides Quality Management, organizations need to meet (legal) requirements in the field of labour conditions and environment. Meeting such requirements is quite similar to quality management: risk prevention, process management and continuous improvement play an important role. In a group with fellow students, you will research a specific QHSE subject and present your findings.

Corporate Responsibility

In this module you learn to put the theory around ethics and corporate responsibility into practice by carrying out an analysis of an existing organization and making related proposals for improvement. Students do a project which relates to a company of their choice. Foreign students will be offered an alternative organization in the form of a case study.

Information Management

The student learns how ICT can be applied in organizations. The main focus is to obtain insights into how data is recorded in organizations and converted into information for management.

Data Management

This is the practical component of information management theory. You will access large databases. Using PowerBI and Excel you will identify relations between data and convert data into useful information. Besides, you will be introduced to a 'business-modeler', an application to visualize and standardize work processes.

Quality Assurance Business Product

In the business product the student analyzes for an existing organization (case study), using the EFQM (INK) model, the level of performance which must be delivered from the perspective of different stakeholders and to what extent the organization has already made this performance measurable in performance indicators. A proposal is made for the creation of a scorecard. The key (legal) risks for the factors Quality (clients), Health & Safety (employees) and the Environment (social) are identified and improvement and management measures are proposed. A recommendation is also made with regard to the desirability of certifying the various components and possible incorporation into a QSHE assurance system.

Customer Behaviour

Starting from the disciplines of Psychology, Sociology and Neuromarketing,, students will study the behaviour of customers. For marketeers it is very important to understand which factors influence the behaviour of (potential) clients. When you know what motivates (potential) customers to buy goods and services, you can provide them with the relevant information when they are about to make a decision.

Research Skills: Optimization of services

This is a generic research skills course, supporting service optimization. It has three subthemes:

1. Mapping (profiling, segmenting) relevant internal and external groups (employees, management, clients, suppliers, competitors);
2. Analyzing use of and satisfaction with policy making, processes, systems, products and services;
3. Service improvement and development relevant to needs and requirements of internal and external groups.

On successful completion of the courses, students have developed techniques how to gain insight into customers: how they behave, how they think, what motivates them. With the help of consumer insight students will be able to make useful contributions to customer centric organizations wishing to maximize customer relationships. Detailed learning outcomes per course are specified in the course guide.

Dutch culture & language (optional)

In this course you will learn how to quickly find the meaning of Dutch words in your dictionary, using spelling-based techniques; how to use standard phrases and understand underlying social standards; have short conversations and understand and write basic texts.

Learning outcomes

See description course content.

Mode of delivery, planned activities and teaching methods

- Seminars
- Guest lectures / Master classes
- Workshops
- Intersession Learning
- Practicals

Prerequisites and co-requisites

Two years of previous Bachelor studies in a similar study field.

Recommended or required reading and/or other learning recourses/tools

To be announced at the start of the course.

Assessment methods and criteria

- Written assessments (exams, portfolios, reports)
- Presentations

Lecturer(s)

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