

Faculty: Creative Business (study year 2019-2020)
Programme: BUSINESS INNOVATION
Location: Diemen



A warm welcome to our guests from abroad!

This document describes the study programme that you will be able to study at International Business Innovation Studies. We hope this gives you a good impression of the type of study units you will study and what new insights, knowledge and skills you will get at BUSINESS INNOVATION.

We are happy to receive many international students in our BUSINESS INNOVATION study programme and in our BUSINESS INNOVATION community! BUSINESS INNOVATION is a study programme with its own international learning environment on our campus, in which both students and staff collaborate to create a maximum learning experience. Approximately 40% of our student population is from abroad. With you, students from foreign partner universities, our community will even become more international, which is an asset to all involved!

Our semester 2 study programme for exchange is composed of elective study units. These are selected based on topical developments in the outside (business) world and student feedback and preferences from the programme we offered the year before. This elective programme offering is updated every year, based on student feedback and on developments in the outside world that are relevant to our students.

This offering becomes available in December every year for both our own BUSINESS INNOVATION students and our incoming exchange students to choose from. Below you can find the current offer of electives in 2018-2019.

I am sure you will have an exciting, interesting and inspiring learning experience at BUSINESS INNOVATION!

Willem Viets
Programme manager

Semester 2

Business Ethics	3 credits
Discovering Heroes	3 credits
Create your Start up	10 credits
Human Resources Management	3 credits
Intropreneurship	10 credits
Learning to look is learning to see	3 credits
Mandarin Chinese	5 credits
Organisation Design & Change	5 credits
Marketing : Old & New Skool	5 credits
Psychology	5 credits
Psychology at work	5 credits
Sustainable Business Development	3 credits
Urban Agriculture: Design for Change	5 credits

Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Business Ethics	3	2	<i>English Level</i>	-
Course content	<p>Ethics have been part of Business Studies programmes for decades (whether successfully or not is debatable), as it is believed that ethical behaviour can lead to significant benefits to a business. Ethical behaviour can attract more customers, attract more employees and make existing employees want to stay with the company, and attract more investors.</p> <p>Looking at recent developments however, especially in the financial industry, one could argue that the focus in some companies is not on gaining benefits through ethical behaviour, but on preventing loss from unethical behaviour... Perhaps the notion of Business Ethics needs some innovation!</p> <p>Of course ethics is not really about businesses; it's about people. Businesses in and of themselves cannot be (un)ethical, it's the people that operate in the business who behave (un)ethically.</p> <p>In this NLU we will discuss the key concepts, such as the notion of integrity, value heuristics, stakeholder theory, and ethical judgment philosophies in order to gain a holistic understanding of the fundamental ethical issues and ethical decision-making processes in business organisations.</p> <p>We will also look into the psychological factors that play a role in ethical behaviour at work, and develop strategies to tackle fundamental ethical issues.</p>				
Teaching methods	We will do this through (short) lectures, lots of discussions (ethics isn't an exact science; it is developed through deep discussion), and workshops around specific case studies				
Level of course	This is a 2 nd year BUSINESS INNOVATION course , semester 2				
Contact person	Melissa Reeb- Gruber				
Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
Recommended reading	We work a lot with online study and reference materials. You will be informed on this at the start and during the course.				

Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Discovering Heroes	3	2	<i>English Level</i>	-
Course content	<p>Who are your heroes and does it matter? Oh yes, it sure does. This NLU will show you why it is important to have heroes and what you can learn from them.</p> <p>Our individualistic culture thinks highly of authenticity and uniqueness. Really weird when you come to think of it, because authenticity doesn't exist. It's a myth. Everything that seems to be new has been done already, has been thought about before. Nobody in our day and age discovers things from scratch. We all have our inspirational masters, our great examples, our heroes. You too.</p> <p>What is the importance of heroes? The ancient Romans knew. They used the terms Translatio, Imitatio and Aemulatio for learning from their great examples of the past. It means that you first copy your examples, than you imitate their style and when you have mastered all that, you might be ready for the stage of aemulatio: surpassing your master.</p> <p>So here is the question again: who are your heroes? What do you know about them? What do they tell you and what can you learn from them? How can you connect the things that you admire in your heroes to the stuff that you are doing today? Come and find out in this NLU</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
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Contact person	Melissa Reeb- Gruber				
Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
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Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Create Your Start-Up	10	2	English Level	-
Course content	<p>Do you dream of starting your business? Or have you already dipped your toes in the entrepreneurship pool and already started a small business? Or would you like to find out whether starting your own business is something you would like? Then this Create your Start-UP NLU in collaboration with Present Your Start-Up is definitely for you!</p> <p>In four months' time you will go through the entire start-up process; from pitching your initial start-up idea, turning it into a viable business proposal, and getting support from investors, to incubating your start-up for further development and growth.</p> <p>Throughout this process you will be guided by experts from Present Your Start-Up and BUSINESS INNOVATION experts, in part during plenary training sessions, and in part during peer-coaching meetings. The bulk of this NLU comprises of you 'just doing it': creating your minimal viable product, drafting a business case, pitching, negotiating, iterating, failing, getting back up, getting direct feedback from various stakeholders, and finally –hopefully–succeeding. The NLU follows the structure and process of Present Your Start-Ups Start-Up Academy programme and competition, which also includes pitching events in front of real life investors, semi-finals and finals.</p> <p>The training sessions will include:</p> <ul style="list-style-type: none"> ✓ Brand and Business Modeling (1 full day, by Present Your Start-Up) ✓ Finance and Funding (1 full day, by Present Your Start-Up) ✓ Legal & Tax (1 full day, by Present Your Start-Up) ✓ Pitch training (1 full day, by Present Your Start-Up) ✓ Research & Analysis (2x 3 hours, by BUSINESS INNOVATION expert) ✓ PR, Marketing Communications, Growth Hacking (6 hours, by BUSINESS INNOVATION expert) ✓ Business Development (4 hours, by BUSINESS INNOVATION expert) ✓ Entrepreneurial skills (6 hours, by BUSINESS INNOVATION expert and externals) ✓ Peer coaching guided by BUSINESS INNOVATION expert (6x 1,5 hours) <p>You can participate in this NLU with your own start-up idea (as long as you get through the competition rounds) and with someone else's idea, by partnering up with someone else and actively helping them through the process. If you start with your own start-up idea but do not get through the selection rounds, you can continue with someone else; that way we ensure that you achieve the learning objective, even if your own idea wasn't viable for Present Your Start-Up.</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
Level of course	This is a 2 nd year BUSINESS INNOVATION course , semester 2				
Assessment methods	<p>The assessment to determine whether you have achieved the learning goal and accompanying meta-skills will be based on your business case, your pitch and your attitude and grit throughout the process. Actually landing funding for your start-up idea (or for someone else's) and making it to the incubator phase is not a requirement to pass this NLU. As Present Your Start-Up is a competition, with a limited number of finalists, not everyone will be able to make the finals, regardless of how good your idea, business case and pitch are. Hence, these are not part of the assessment. However, we do expect you to do the very best you can and to give it your all to make it to the finals!</p>				
Contact person	Melissa Reeb- Gruber				

Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.
Objective of the course	You will be able to bring an idea for a new venture to a start-up business with starting capital (own idea or someone else's idea).
Recommended reading	We work a lot with online study and reference materials. You will be informed on this at the start and during the course.

Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Human Resources Management	3	2	<i>English Level</i>	-
Course content	<p>Human resources - the engine of every organisation. People are the most important asset of a company – and often the most expensive one at the same time. Human resources make a company run, develop, grow, adapt, innovate, etc. Even the smallest businesses need human resources: someone to generate new ideas, someone to develop, maintain and upgrade the company’s products and services, someone to take care of the financial administration and – last but not least – someone to take care of the people.</p> <p>Many functions might be outsourced in the future. Maybe the amount of people will be reduced tremendously due to disruption of businesses by using robots and smart IT applications, but still human resources will be needed. They need to be recruited, hired, kept happy, developed, managed, and possibly fired.</p> <p>In this NLU we will go into the fundamentals of human resources. We will look at the whole cycle of Human Resources Management, starting with HR Strategy & Planning, through Recruitment, Employer Branding, Training and Talent Development to Employee Exits and all the steps that need to be taken care of in between (compensation, benefits, contract forms, management styles, team set-ups, etc.)</p> <p>Wherever humans are involved, human behaviour comes to the fore. This topic will be covered in-depth in the NLU Psychology at Work, but there will be connecting factors to this course. The NLU HRM will focus on all HR related topics in order to make sure they are looked at in an entrepreneurial context. The changes and developments in today’s markets have a huge impact on almost all main HR topics, so the discussion about how to adapt and what to do differently in the future will continuously come back during the course.</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
Level of course	This is a 2 nd year BUSINESS INNOVATION course , semester 2				
Contact person	Melissa Reeb- Gruber				
Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
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	Intropreneurship	10	2	English Level	-
Course content	<p>Life and work in the 21st century require different skills and attitudes from people than were needed in the previous century. Technology is developing at such exponential rates and influencing everything in our lives that we don't know what the future will bring. At the same time we have more choices than ever regarding the paths we take. The 21st century world is one in which we are pretty much asked to design and create our own futures, by making our own combination out of the choices we have (and even creating new ones). For ourselves and for our businesses.</p> <p>Creating your own future can be very exciting and totally daunting at the same time; we like to be in control of our lives, to have the freedom to do what we want, but the absence of guidelines, structures and 'boxes' also means that we have to do it all ourselves... Where do you start? How do you keep going?</p> <p>The 21st century requires those of us who want to be fully in charge of our own lives to become INTROPRENEURS!</p> <p>This NLU is geared towards giving you the tools to do so. In a series of 1- or 2-day workshops facilitated by a variety of personal leadership and intropreneurship experts, you will explore YOU and your PASSION(s), find your INSPIRATIONS, ENABLERS, and INHIBITORS and start the journey of CREATING YOUR OWN TANGIBLE FUTURE, with a personal project. Methods we intend to use throughout this NLU are Theory U, personal quest, core quadrants, business model you, circle theory, futuring, reflection, sharing, participatory observation, prototyping, blogging/vlogging, introspection, bias-exploration, behaviours grid, memory immersion, and many more: whatever helps us to become the intropreneurs we want to be!</p> <p>Be aware that this NLU comprises a very personal journey that the participants go through together. It requires an open mind and attitude, as well as commitment to go through it, even when things get uncomfortable (after all: an intropreneur doesn't want to be too comfortable, lest he lose his inspiration and drive!). Committing to this NLU is committing to the full intropreneurship journey and your fellow apprentice intropreneurs. We will arrange professional guidance for you throughout the journey; trust their expertise and 'surrender'; we promise you a great and epiphonous ride!</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
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Prerequisites	You need to be at least in the second your of an international study programme, either in business, design, innovation, communication.				
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	Learning to look is learning to see	3	2	<i>English Level</i>	-
Course content	<p>These days, visual information rules your life. In social media and in the world around you. Even so, in school you learned how to read, but you didn't learn how to read visual information and how to analyse it. That is what we are going to do in LEARNING TO LOOK IS LEARNING TO SEE.</p> <p>You will find out that the way you see things is largely based on habit and on convention and that you therefore often fool yourself.</p> <p>You will learn that the invention of the camera fundamentally changed the way we see things and therefore changed our perception of reality.</p> <p>You will analyse the way in which photography can be trusted or should be mistrusted. You will learn how context influences the way you perceive.</p> <p>You will learn to really look and to interpret the things around you in a different way. It will change the way in which you'll look at things when you travel.</p> <p>Ultimately, you will get a better grasp of your sense of reality, which gives you an advantage over others in your personal and professional life.</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
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Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
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	Organisation Design & Change	5	2	<i>English Level</i>	-
Course content	<p>As soon as an organisation is larger than a one-man operation, it needs to be designed: you need to agree on who does what, and how and when you are going to communicate to each other about it. Even with just two people that can be a great challenge (just think about the projects you have worked on so far with fellow students), but of course when you organisation grows it gets more and more complicated. You need to think of a company structure that fits your vision, mission and strategy and that will allow you to work effectively and efficiently.</p> <p>In this NLU you will learn how to design an organisation for efficiency and effectiveness through (short) lectures, discussions, and hands-on practical work using real-life case studies.</p> <p>The topics we will cover include:</p> <ul style="list-style-type: none"> • Basics of organisational designing: elements of functionalisation, co-ordination and finalisation • Normative model: which organisational design/structure is more effective and efficient • Cohesion of strategy, culture and structure: impact of mission and vision • Design & Change: from business strategy to individual competences • Design & Change: implementation processes geared to core business 				
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	Marketing: old skool & new skool	5	2	<i>English Level</i>	-
Course content	<p>Clever marketing drives brand loyalty, product longevity, and profit. It is critical for the long-term success of any business because it ensures that a company attracts, retains, and grows customers by creating, delivering, and communicating superior customer value.</p> <p>In this NLU, we will begin by looking at marketing's role in an organisation, the activities that constitute marketing and how the parts are integrated into a marketing plan. From there we will examine the environment in which marketing operates including the explosion of the Internet (social media, digital technologies, etc.), globalisation and shifting societal values.</p> <p>Businesses mostly succeed by concentrating on a group of customers they can serve better than anyone else. We will investigate and analyze the core strategies that these companies implement in order to stay relevant and prosper in an increasingly competitive world. To do that, we will take an in-depth look at the principles used in the implementation of an effective marketing mix, which is predominately associated with the 4P's (Product, Price, Place, Promotion) of marketing or the 7P's (4P's + Physical Environment, Process, People) of service marketing.</p> <p>To help bring marketing to life, this NLU will be filled with interesting examples, stories and discussions about real companies and their marketing practices. In addition, those models will be used as a foundation for solving real-life cases and developing and implementing your own marketing plan for an established company.</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
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Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
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Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Psychology	5	2	<i>English Level</i>	-
Course content	<p>Description “Psychological knowledge is essential to scientific and technological innovation. Technology requires the use of human operators, and understanding human capacities and limits is essential for implementing technological advances.” (American Psychological Association, 2010)</p> <p>Psychology is at the core of all human behaviour. By understanding the fundamental human drives which underpin consumer behaviour, and how different people think, feel and act, we can create innovations that will cater to their needs.</p> <p>In this NLU we will take a broad approach to the study of Psychology. We will explore fundamental theories and models, and look at recent developments from a variety of perspectives. The focus will be on applying psychological principles in our daily lives. Topics to be covered include:</p> <ul style="list-style-type: none"> - What is psychology and what does it offer - States of consciousness - How we are changed by experience - Memory and cognition: remembering, thinking, deciding, creating - Human development - Motivation and emotion - Personality and intelligence - Understanding individual differences 				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
Level of course	This is a 2 nd year BUSINESS INNOVATION course , semester 2				
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Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
Recommended reading	We work a lot with online study and reference materials. You will be informed on this at the start and during the course.				

Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Psychology at Work	5	2	<i>English Level</i>	-
Course content	<p>Description This NLU will investigate more in-depth the relationship between individuals and the work organisation from a psychologist's perspective. Work psychology is an area of applied psychology that use concepts and theories from basic psychology and applies it to the work place. In this NLU we will discuss theories of work psychology that concern attitudes, motivation, leadership, working in teams, team decision-making, and job satisfaction. Topics will include:</p> <ul style="list-style-type: none"> - Attitudes at work and employment relationships - Motivation and job design - Stress and well-being at work - Groups, teams and team work <p>We will also do some hands-on work investigating a real business in terms of psychological aspects that impact on productivity, motivation and job satisfaction.</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorming, assignments, student presentations				
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Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
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	Sustainable business development	3	2	<i>English Level</i>	-
Course content	<p>Description Sustainability has been a buzz-word in business and society for decades, following increasing challenges from environmental and social issues in the world. While many companies have made considerable commitments towards social and environmental goals and policies, society as a whole does not seem to have progressed much towards more sustainability. Companies find it difficult to implement their sustainability policies quickly or consistently. A shame, in a market where the growing demand for 'green' products has created major new opportunities for growth and success. Smaller sharp-eyed eco-entrepreneurs are already reaping the rewards of sustainable business development.</p> <p>During this NLU, we will study a few (un)successful business cases and try to deduce the success factors of now only generating ideas for sustainability, but also implementing them. We will discuss key sustainable development topics from a business perspective, such as sustainable development, sustainability innovations, life cycle assessment, and eco-efficiency, and explore business opportunities that arise from sustainable development. We will look into how the concept of sustainability can be incorporated</p>				
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Level of course	This is a 2 nd year BUSINESS INNOVATION course , semester 2				
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Prerequisites	You need to be at least in the second year of an international study programme, either in business, design, innovation, communication.				
Recommended reading	We work a lot with online study and reference materials. You will be informed on this at the start and during the course.				

Course code	Course title and description	ECTS	semester	Prerequisites	Extra info
	Urban Agriculture: Design for Change	5	2	<i>English Level</i>	-
Course content	<p>Description</p> <p>For the first time in human history, half of the world's population lives in cities. Cities have been planned as places of work and leisure -remaining parasitic for food on the arable land around it. This course reimagines cities as green places where food is produced in economically viable ways. The fundament of the course are critical, radical theories from urban planning; this course will examine food security (with special attention to the global south), food production techniques, ask students to create business canvas models and take the first steps into setting up a sustainable business in urban agriculture.</p> <p>The course is a mixture of lectures and field visits. The field visits provide students with an inside look into the world of fruit tree growing, beekeeping, and insect farming or mushroom growing (t.b.c). Students will get hands-on and build an aquaponics system, practice food waste preservation techniques and start their own project. A variety of innovative organisations will give guest lectures, including (but not limited to) the Kitchen of the Unwanted Animal, the off-grid KasKantine, and Metabolic Lab.</p>				
Teaching methods	Lectures, class discussions, workshops, guest lectures, practice sessions, self-study, brainstorm, assignments, student presentations				
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