

**Sustainable Business &
Finance**

Course guide 2024-2025

Semester	Fall (semester 1)
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
Value Creation and Competition	5	1017EXVCCZ
International Credit Risk Management	4	1017EXCRMZ
Innovation	4	1017EXIVNZ
Trends in Global Business and Finance	3	1017EXGBFZ
Sustainable Data Analytics	10	1022EXDAAZ 1022EXDABZ
Dutch Language and Culture	4	1317EX105

Content subjects

Part 1 (September - November)

Value Creation and Competition

You will start by studying business models and tools to analyze the external environment of companies. After this you will carry out empirical research into the business models of a (self-chosen) company that operates on a global scale. You will write a report based on the research and take a written exam.

International Credit Risk Management

We will teach you how companies, especially those that sell abroad, make sure that clients pay their bills (on time). All the steps in the credit management process will be discussed from accepting a new client, establishing payment conditions, to insuring credit risk and using a debt collection company. In the assessment you are going to analyze the problems of a fast growing company and advise them in your role as credit management consultant.

Sustainable data analytics A

Two of our most profound business challenges are business intelligence and sustainability. They are rapidly changing the way we are doing business both today and in the future. In the first part of the course you learn the core principles of data analysis and visualization by giving you the tools and hands-on practice to communicate the results of your data discoveries effectively. In the second part, the focus will be on predictive modelling. Throughout the course we use cases which relate to a diversity of topics, amongst which sustainability.

Dutch Language and Culture A

In this course you will learn how to speak basic Dutch. We will focus on how to use standard phrases and have short conversations. You will also get acquainted with Dutch Culture and social conventions.

Part 2 (November - January)

Innovation

Innovation is a major driver of change in many industries and can destroy the business models of existing companies. Your goal will be to identify the major risks and opportunities created by business model innovation in an industry of your choice. You will do empirical (group) research, including expert interviews and give strategic advice in the form of a TEDX-style video

presentation.

Trends in Global Business and Finance

The world of business and finance is changing rapidly. Students who specialize in modern business studies, should be aware of these changes and trends and develop knowledge and understanding. This module focuses on recent trends that affect modern business and finance.

Examples of recent trends are:

- Sustainable production and management;
- Change management: adjusting to new industries;
- Digitizing business and finance;
- The end of mass production in a globalized world;
- The future of design thinking and foresight for organisations;
- The future of the global monetary and financial system and the impact on companies.

After an introduction and overview of the trends in business and finance, students choose two trends and relate these developments to an existing company. Techniques offered in this module consist of basics of research, scenario analysis, cost benefit analysis, economic essay writing, presentation skills.

Sustainable data analytics B

See Sustainable data analytics A.

Dutch Language and Culture B

Continuation of Dutch Language and Culture A. You will also work on an assignment comparing your home countries progress towards achieving the Sustainable Development Goals with progress in the Netherlands.

Learning outcomes

Learning outcome 1 (Strategic Management): Facilitate insight in the external environment of an organization and advise (line) management with the aim of making the correct business decisions. Modules: Value Creation and Competition, (Sustainable) data analytics, Trends in Global Business and Finance

Learning outcome 2&3 (Performance Management): Select applicable methods for analysis aimed at making the right management decisions for an organization. Modules: (Sustainable) data analytics, Innovation.

Learning Outcome 4 (Governance, Risk, Compliance): Give advice about the design of information systems and business processes of an organization aimed at managing risk. Module: International Credit Risk Management

Learning Outcome 5 (Finance): Give advice about financial issues, taking into account fiscal aspects and financial risks. Module: International Credit Risk Management

Learning outcome 6 (Professionalism): Good verbal and written communication skills in an international context taking intercultural differences into account. Module: Dutch Language and Culture

Mode of delivery, planned activities and teaching methods

- General: Guest lectures and company visits are part of the programme
- Value Creation and Competition: (guest) lectures, self - study
- International Credit Risk Management: (guest) lectures, online Cashgame, self study
- Innovation: lectures, group research
- Trends in Global Business and Finance: (guest) lectures, self study
- Sustainable data analytics: (guest) lectures, self study, case
- Dutch language and Culture: (guest) lectures, (company) visits, self study

Prerequisites and co-requisites

- Students must have an advanced knowledge of Finance and have good understanding of financial statements.
- Students must have basic knowledge of Excel.
- An advanced level of English language is required (B2). If it is uncertain whether these prerequisites are met, students will be contacted for an interview prior to admission.

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

To be decided.

Assessment methods and criteria

- Value Creation and Competition - written exam
- International Credit Risk Management - assignment + oral consultancy assignment
- Innovation - TEDx video
- Trends in Global Business and Finance - written exam
- Sustainable data analytics: assignment
- Dutch language and culture: assignment

Lecturer(s)

International Coordinator Finance: Carolijn van der Deijl - Carolijn.vanderDeijl@inholland.nl