Course title	Management Studies		
Semester	Spring (semester 2)		
Course code	N/A		
Faculty	Business, Finance and Law		
Language of instruction	English		
Cycle	First cycle / undergraduate / Bachelor level		
Location	Alkmaar		
ECTS (total 30)	Code	Subject Title	ECTS
	1319OE300Z	Quality Management	4
	1319OE301Z	QSHE Management	2
	1317CORREZ	Corporate Responsibility	5
	1319INMANZ	Information Management	3
	1319EXDMAZ	Data Management	2
	1317QABPRZ	Quality Assurance Business Product	5
	1317OE104Z	Customer Behaviour	5
	1317RSOSEZ	Research Skills: Optimization of services	4
	1320DL001Z	Dutch language & culture (extracurricular)	2

Course content	**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, organisations 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 a be introduced to a 'business-modeler', an application to visualize and standardise work processes.

Quality Assurance Business Product

In the business product the student analyses 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 decisio

Research Skills: Optimization of services

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

1. Mapping (profiling, segmenting) relevant internal and external groups (employees, management, clients, suppliers, competitors)
2. Analysing use of and satisfaction with policymaking, 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 organisations wishing to maximise customer relationships. Detailed learning outcomes per course are specified in the course guide

Dutch culture & language (optional)

Learning Outcomes	See description course content
Lecturer(s)	Maarten Eldermans Email: Maarten.Eldermans@inholland.nl
Mode of delivery, planned activities and teaching methods	• Seminars • Guest lectures/ Master classes • Workshops • Intervision Learning • Practicals
Prerequisites and co-requisites (if applicable)	2 years of previous Bachelor studies in a similar study field.
Recommended or required reading and/or other learning resources/tools	TBA at the start of the semester
Assessment methods and criteria	• Written assessments (exams, portfolios, reports) • Presentations