

| Course Title | Management Studies |
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| Term | Term 3 & 4 |
| Inholland Faculty | Faculty of Business, Finance & Law |
| Course code | Not applicable |
| Inholland location | Alkmaar |
| Cycle | first cycle / undergraduate / Bachelor level |
| Number of ECTS | 30 |
| Language of instruction | English |
| Course content | <ul style="list-style-type: none"> • 1. OE301Z: Operations Management (6 ECTS) • 2. OE302: Corporate Responsibility (5 ECTS) • 3. OE303: Information Management (5 ECTS) • 4. OE305: Quality Assurance Business Product (5 ECTS) • 5. OE32B: Customer Behaviour (5 ECTS) • 6. OE710: Research Skills: Optimization of services (4 ECTS) |
| Lecturer(s) | <p>Marlies Springorum</p> <p>Email: Marlies.Springorum@inholland.nl</p> <p>Phone: +31611449813</p> |
| Learning outcomes | <p>1. Operations Management (6 ECTS)</p> <p>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.</p> <p>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.</p> <p>2. Corporate Responsibility (5 ECTS)</p> <p>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.</p> <p>3. Information Management (5 ECTS)</p> |

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| | <p>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.</p> <p>4. Quality Assurance Business Product (5 ECTS) 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.</p> <p>5. Customer Behaviour (5 ECTS) Starting from the disciplines of Psychology, Sociology and Neuromarketing, students will study the behavior of customers. For marketers it is very important to understand which factors influence the behavior 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.</p> <p>6. Research (4 ECTS) This course supports service optimization and has three subthemes: a. Mapping (profiling, segmenting) relevant internal and external groups (employees, management, clients, suppliers, competitors) b. Analyzing use of and satisfaction with policymaking, processes, systems, products and services c. Service improvement and development relevant to needs and requirements of internal and external groups</p> |
| <p>Mode of delivery, planned activities and teaching methods</p> | <ul style="list-style-type: none"> • Seminars • Guest lectures • Workshops • Intervention Learning • Practicals |

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| 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 | To be announced at the start of the semester |
| Assessment methods and criteria | <ul style="list-style-type: none">• Written assessments (exams, portfolios, reports)• Presentations |