

<b>Course Title</b>	<b>Sustainable Business and Finance</b>		
<b>Semester</b>	Fall (semester 1)		
<b>Inholland Faculty</b>	Business, Finance and Law		
<b>Language of instruction</b>	English		
<b>Cycle</b>	First cycle/undergraduate/Bachelor level		
<b>Inholland Location</b>	Alkmaar		
<b>Code Subjects</b>	<b>Code</b>	<b>Subject Title</b>	<b>ECTS</b>
	1017EXVCCZ	Value Creation and Competition	5
	1017EXCRMZ	International Credit Risk Management	4
	017EXIVNZ	Innovation	4
	017EXGBFZ	Trends in Global Business and Finance	3
	1022EXDAAZ 1022EXDABZ	Sustainable data analytics	10
	1317EX105	Dutch Language and culture	4
	<b>Number of ECTS</b>	30	
<b>Content subjects</b>	<b>Part 1 (sep-nov)</b>		
	<p><u>Value Creation and Competition</u></p> <p>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.</p> <p><u>International Credit Risk Management</u></p> <p>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.</p>		

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 (see sustainable data analytics B.) we will focus on sustainability.

Dutch Language and Culture A.

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.

**Part 2: (Nov - Jan)**

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. Student 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

	<p>skills.</p> <p><u>Sustainable data analytics B.</u></p> <p>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 you learn about the basics.</p> <p>In the second part we will focus on business intelligence and sustainability. We at Inholland believe that an organization is not only successful when its financial performance is excellent. A successful organization also has to create social and ecological value. Measuring and demonstrating the social footprint of companies is therefore becoming increasingly important. Not only because more and more SME's want to include this in their mission statement, but also because the laws and regulations in this area are becoming stricter.</p> <p><u>Dutch Language and Culture B (see also A).</u></p> <p>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.</p>
<p><b>Coordinators</b></p>	<p>International Coordinator BFL: Marlies Springorum E-Mail :marlies.springorum@inholland.nl</p> <p>Coordinator: Coen van Hout E-Mail: coen.vanhout@inholland.nl</p>

<p><b>Learning outcomes</b></p>	<p><b>Learning outcome 1 (Strategic Management):</b></p> <p>Facilitate insight in the external environment of an organization and advise (line) management with the aim of making the correct business decisions.</p> <p><i>Modules:</i> Value Creation and Competition, (Sustainable) data analytics, Trends in Global Business and Finance</p> <p><b>Learning outcome 2&amp;3 (Performance Management):</b></p> <p>Select applicable methods for analysis aimed at making the right management decisions for an organization.</p> <p><i>Modules:</i> (Sustainable) data analytics, Innovation.</p> <p><b>Learning Outcome 4 (Governance, Risk, Compliance):</b></p> <p>Give advice about the design of information systems and business processes of an organization aimed at managing risk.</p> <p><i>Module:</i> International Credit Risk Management</p> <p><b>Learning Outcome 5 (Finance):</b></p> <p>Give advice about financial issues, taking into account fiscal aspects and financial risks.</p> <p><i>Module:</i> International Credit Risk Management</p> <p><b>Learning outcome (Professionalism)</b></p> <p>Good verbal and written communication skills in an international context taking intercultural differences into account</p> <p><i>Module:</i> Dutch Language and Culture</p>
<p><b>Mode of delivery, planned activities and teaching methods</b></p>	<ul style="list-style-type: none"> <li>• General: Guest lectures and company visits are part of the programme.</li> <li>• Value Creation and Competition: (guest) lectures, self – study</li> <li>• International Credit Risk Management: (guest) lectures, on-line Cashgame, self - study</li> <li>• Innovation: lectures, group research</li> <li>• Trends in Global Business and Finance: (guest) lectures, self - study</li> <li>• Sustainable data analytics: (guest) lectures, self – study, case</li> <li>• Dutch language and culture: (guest) lectures, (company) visits, self - study</li> </ul>
<p><b>Prerequisites and co-requisites (if applicable)</b></p>	<p>A good command of the English Language</p>

<b>Recommended or required reading and/or other learning resources/tools</b>	To be decided
<b>Assessment methods and criteria</b>	<ul style="list-style-type: none"><li>• Value Creation and Competition - written exam</li><li>• International Credit Risk Management - assignment + oral consultancy assignment</li><li>• Innovation - TEDx video</li><li>• Trends in Global Business and Finance - written exam</li><li>• Sustainable data analytics: assignment</li><li>• Dutch language and culture: assignment</li></ul>