

BScBA COURSE CATALOGUE EXCHANGE PROGRAM - FALL 2023



LEADERSHIP,
ENTREPRENEURSHIP,
STEWARDSHIP

BScBA COURSE OFFERING*

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***Please note: the information provided in this course catalogue can be subject to change**

COURSE OFFERINGS

Click on the course name to see the description

Term 1

Course Name	Year	ECTS
Strategic Management	2	5
Critical & Creative Thinking	2	5
Managerial Accounting *	2	4
International Relations and Diplomacy	3	5
Strategic Leadership	3	5
Learning through Business Games	3	5
PLDJ (for incoming exchange only)	3	1
Term 1 runs from the 28th of August 2023 until the 20th of October 2023 (incl. exams)		

Term 2

Course Name	Year	ECTS
Doing Business Research *	2	5
Sustainability and Strategic Innovation *	2	4
Operations Management	2	4
Mergers & Acquisitions	3	5
Consumer Behavior	3	5
Management Communication Skills	3	5
Term 2 runs from the 23rd of October 2023 until the 22nd of December 2023 (incl. exams)		

* Previous knowledge is advised and the student's responsibility. See course descriptions for more details.

WORKLOAD

1 ECTS point = 28 academic hours, including lectures and study time

A full-time study load equals 15 ECTS per term. Therefore, the entire exchange program equals **30 ECTS** (2 terms) in total.

COURSE SELECTION

Exchange students are encouraged to take courses from year 3.

All courses from the 3rd year will have a guaranteed placement for all exchange students.

Although not the norm, exchange students can be admitted to second-year courses should there be an interest in a minor or overlap with previous followed courses, etc. Please note that the second-year courses are assigned upon availability, so placement is not guaranteed.

Due to lecture scheduling, if you choose to take a mix of 2nd and 3rd year courses, there will most likely be scheduling overlap with your lectures.

The add/drop period for exchange students is the first two weeks of the term.

COURSE DESCRIPTIONS YEAR 3

International Relations and Diplomacy

5 ECTS

Year 3 – Term 1

This course will focus on business diplomacy and the changing landscape of international relations due to increased globalization, the growing importance of global value chains and the shift from aid to trade. Business diplomacy refers to the management of interfaces between a global company and its multiple non-business counterparts and external constituencies. Business diplomacy will be discussed and compared with economic diplomacy. Whereby economic diplomacy wants to contribute to economic growth in the home country, it at the same time aims to increase total welfare among others by stimulating free trade and a favorable investment climate inside and outside countries' borders. The other pillar of the course is competition policy. A sound competition policy is vital to our economic system. Businesses need to be aware of the competitive effects of the key areas of EU competition policy.

Learning Through Business Games

5 ECTS

Year 3 – Term 1

In this course we use interactive games to further develop and refine our intuition and knowledge of operations and supply chain management. The games will generally involve competition and most are computer or internet-based. There are also some team-based and/or offline games. As a prerequisite, students are expected to have basic knowledge of operations management, however, games can be played quite competently using qualitative analysis (good quantitative analysis may further enhance performance). Topics covered in playing the games include forecasting, pooling, the impact of variability, capacity management, managing bottlenecks, inventory management, managing lead times, customer responsiveness, and the bullwhip effect.

Strategic Leadership

5 ECTS

Year 3 – Term 1

To be able to develop independent strategic thinking that is well informed and relevant, this course strongly emphasises practice. It encourages the understanding of the many schools of thought and facilitates the gaining of insight into the assumptions, possibilities and limitations of each set of theories in strategic management. It will also instill a critical, analytical, flexible and creative mindset, which challenges organizational, industry and national paradigms and problem-solving recipes. The adoption of an international perspective allows discussions on which approach might be more suitable to which country or culture.

After this course, the students should be able to reflect critically on the conflicting strategic theoretical perspective, to draw their own conclusions on a strategic issue and to delineate ad hoc recommendations.

Personal Leadership & Development

1 ECTS

Year 3 – Term 2

Nyenrode Business Universiteit serves society by shaping responsible leaders. We focus on developing the skills to prepare you for a future as a citizen of the world and a leader of society. You become someone who takes responsibility for your own actions and is aware of your surroundings. This generates sustainable added value for you, for your organization and society as a whole. An education at Nyenrode provides more than a mere exchange of knowledge, it also gives you new skills and aids your personal development.

During the "Personal Leadership Development Journey" students gain insight into one's own strengths and weaknesses and the ability to reflect upon one's own thinking and behavior as well as

that of others involved in a particular situation. Students will therefore be able to formulate one's own learning demand.

Highly recommended for all students

Mergers & Acquisitions

5 ECTS

Year 3 – Term 2

This course will provide students with a fundamental academic knowledge of Finance Topics related to the disciplines of Restructuring (Mergers & Acquisitions), Valuation of Business related Transformations (Buying and Selling of Real Estate for example), and a broad scope of (Inter)-National Tax Issues related to doing Business in a durable way (Tax Compliancy, Tax Avoidance & Governance, Estate Planning). It relates to business subjects and subject areas with a hard-core Finance character as a coherent entity with a focus on integration and the academic methodological and theoretical knowledge and skills belonging to these disciplines and areas.

Consumer Behavior

5 ECTS

Year 3 – Term 2

The course 'Consumer Behavior' will provide a wide range of consumer behavior theories, models and methods that are essential to the success of today's commercial firms, non-profit organisations and government institutions. Why do some new product offerings become a major success while others fail dramatically? Customer satisfaction is one of the most important criteria for success in business. Therefore, an organization needs to understand its customers and potential customers to make the right innovation and marketing decisions. Students will learn about the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing products and services.

Management Communication Skills

5 ECTS

Year 3 – Term 2

The Management Communication Skills course aims to develop communication skills in two specific areas: persuasive public speaking and negotiation. Each participant will take part in several activities covering both skills and their performances will be evaluated immediately afterwards by their fellow students and the instructor. Learning how to give and receive feedback on the skills to be developed is an intrinsic part of the learning process.

COURSE DESCRIPTIONS YEAR 2

Strategic management

5 ECTS

Year 2 – Term 1

A core objective of this course is to explore and understand how companies can maneuver into a desired position in a changing dynamic world by finding an adequate response to external events. During the course, the student will be provided with a set of frameworks, concepts and tools that develop the ability to craft and evaluate the overarching strategy of a firm. Success over a long period requires the ability to deal with uncertainty, to seize opportunities and to formulate and implement a strategy. For incumbents operating in a mature industry, designing a strategy is finding answers to the challenges of disruption, globalization and shorter production cycles. The course incorporates these themes by looking from the perspective of a mature company to challenges the company is facing.

Critical & Creative Thinking

5 ECTS

Year 2 – Term 1

This course provides insight into what is involved in becoming aware of actual business dilemmas coming to a judgement and thinking of the implications of that judgement. It provides tools to prevent logical and other fallacies, to structure an argument, and to effectively collaborate in decision making. Critical thinking in business and giving voice to personal and professional values and viewpoints, will result in decisions that are more valid, profitable, and in line with goals of leadership, entrepreneurship and stewardship.

Through reflection students will gain grip on their own development and learn to be responsible for their development. The course highlights the basics of critical and creative thinking and process and techniques are explained and practiced.

Managerial Accounting

4 ECTS

Year 2 – Term 1

The course Managerial Accounting builds upon the course Fundamentals of Finance & Accounting (year 1 of the BSc program). Students revisit the field of Finance and Accounting and build further on their financial fundament. During this course students will become aware that the financial function is not only active with reporting and financial valuations. Future management consists also of a planning and control cycle with for example budgets, managerial reports, KPI's, cost- benefit analysis. These instruments are used by leaders to align mission, vision and strategy and influence the behavior within the organization. After this course, students will have insight in the most relevant managerial accounting and control techniques and will see the interrelation to culture, human behavior and the relation to modern and responsible management.

**) Prior knowledge of finance and accounting required.*

Doing Business Research *

5 ECTS

Year 2 – Term 2

Through problem analysis a management problem can be translated into a research problem and accompanying research objectives and research questions. This course continues with a focus on problem analysis and will introduce different types of research methodologies, covering all different aspects of doing business research. During the course students will practice the process of formulating a research problem based on a given management problem. Students will be deepening the basics of problem analysis by using academic literature as the scientific foundation of this analysis. In addition, the lecturers will introduce students to quantitative and qualitative research

approaches and explain the differences between these methodologies. Furthermore, the focus is on creating questionnaires for quantitative research and an interview protocol including interview questionnaires for qualitative research. Students will use these instruments to practice the collection of data as part of a quantitative and qualitative research setup, creating questionnaires for quantitative research and checklists for qualitative research.

**) Prior knowledge of business research methodology required.*

Sustainability and Strategic Innovation*

4 ECTS

Year 3 – Term 2

Sustainability presents a global business mega-trend that requires organizations to radically change to different circumstances. Due to globalization and sustainability challenges, today's business leaders are presented with different power-dynamics than before. Organizational structures are evolving from formal hierarchical structures to complex adaptive systems in which people need to be fully empowered to create value within complex and non-linear value chains. Innovative business models such as Uber, AirBnB, Peerby and Spotify arise and grow faster than ever before. Given these context shifts, this course explores questions like: What mind-sets, attitudes and behaviors are required of future organizations to be successful? How will they help create new organizational cultures and systems that are agile enough for the challenges ahead? How can leaders be centered and inspired while embracing the unprecedented task of creating sustainable business?

**) Prior knowledge of strategy required.*

Operations Management

4 ECTS

Year 2 – Term 2

Operations Management is all about management of so-called business processes (recurring activities) to create and distribute the right products of the right quality at the right time at the right cost to the right customers. The Operations function is concerned with the creation and distribution of products & services to satisfy the end-users (customers). This is an important aspect for the existence of any organization, be it profit, non-profit or governmental. The course introduces the issues, frameworks and tools for managing. More specifically, some of the following topics are covered: operations strategy, design and analysis; Capacity and demand management, Inventory management, Resource planning & control, Lean management, Quality management & Six sigma.

TEACHING METHOD AT NYENRODE

- **Personal approach:** With group sizes rarely exceeding 30, students receive the individual and personal attention they deserve to find and develop their personal competencies.
- **Professors:** Besides their academic responsibilities, almost all of our professors have an active role in business life. Most instructors are appointed professors or hold a PhD.
- **Case studies:** Most courses make use of case studies to make sure the material fully comes to life.
- **Guest speakers:** Throughout the program, our professors make use of their own and Nyenrode's business network to invite guest speakers.
- **Company visits:** Nyenrode not only tries to bring "the business" to their students, but also students to business.
- **Interactive teaching methods:** Students are continuously challenged to be (pro) active and take own responsibility for their learning process. They do so by participating in:
 - **Individual presentations**
 - **Group presentations**
 - **On and off-line business simulations**
 - **Debating**



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