

List of courses international semester  
*International Business from a value based perspective*

Spring semester, 2011-2012



**Internship (5 ECTS)**

Period: February - mid April

Introduction

The aim of the work placement is to experience as many aspects of a profession in practice as possible, by performing tasks during the placement and becoming acquainted with various positions relevant to the profession. The performance of professional activities within real-life situations offers students the opportunity to further explore their field of profession and develop professional competences in an international context. The content of activities to be carried out during the work placement can be divided into three phases:

1. Getting acquainted with the profession in practice, performing 'simple' business management activities.
2. Carrying out activities related to HRM, BA; and the execution of projects.
3. Reporting on activities to the university.

Organisation

The internship is part-time and will take place on Wednesday afternoon, Thursday and Friday at an international company in The Netherlands.

CHE Christian University of Applied Science will select and contract the companies. In addition a supervisor of the university will coach the international student and evaluate the internship in close cooperation with the supervisor of the specific company. Assessment will be based on the competences determined by the Department of Business Administration of the CHE.

**Corporate Social Responsibility (7,5 ECTS)**

Period: February - mid April

Lecturers: drs. Eelco van den Dool; dr. Henk Kievit

Introduction

This program adopts a hands-on approach: the Emmaus-formula. The lecturers have selected 8 (or so) CSR-projects and under their supervision you work on one of those projects in a group of 3 or 4 students. By working on these projects you temporarily join the activities of the companies involved and help them develop in this field. This allows for practice-based opportunities for personal, professional development. The CSR-projects come from a variety of companies, ranging from small pioneers to large enterprises. Students are expected to work two days per week on the project, closely together with/supervised by the lecturers.

A challenging aspect of this program is the participation of foreign students and working with them, ensuring an intercultural experience you will never regret and forget.

Disciplined self-study prepares you for an exam that tests your helicopter view of CSR-issues.

A compact parallel program with state-of-the-art CSR-lecturers (by guest lecturers) completes the program.

Literature

To be decided. Literature will be in English.

Assignments

MC-exam on the CSR-literature (3,00 ECTS)

CSR-project for a company (4,50 ECTS)

## Dutch Language and Culture (1,5 ECTS)

Period: February - mid April

Lecturer: drs. Marga van Gent

### Introduction

The course in Dutch Language and Culture is meant for our foreign guests. By the end of the course, the student will be able to conduct simple conversations in Dutch about family and friends, eating and drinking, shopping, sight-seeing, the weather, sports. In addition the student will be able to give a contentful presentation in English about some aspects of Dutch culture and/or history. Finally the student has a general knowledge of the historical and cultural backgrounds of present day Dutch society.

### Literature

Jacob Vossestein, *Dealing with the Dutch*, KIT-Publishers Amsterdam, 2010  
Reader

### Assignments

Written test Dutch Language  
Oral presentations Dutch Culture  
Essay on Dutch culture/history compared to own culture/history

## International Business (7,5 ECTS)

Period: Mid April - June

Lecturers: drs. Ype Starreveld, drs. Hein Oldeman, drs. Sandra Eversdijk

### Introduction

Henry Ford once said: "If money is your hope for independence you will never have it. The only real security that a man can have in this world is a reserve of knowledge, experience, and ability." In this course we hope to offer you the knowledge, experience and ability you need to work in a global market. You will be introduced in International Financial Management, Export management and International Business law. In addition you will do a project abroad. Probably you will go to Romania for a week to cooperate with Business students from the Babes Bolyai University to work on a common international business project.

### Literature

- Jeff Madura, *International Financial Management*, 8/e custom edition, Cengage learning, ISBN 9781408019313
- Marlies Harlaar, *Export, a practical guide*, Noordhoff Uitgevers
- Jan Keizer en Harm Weevers, *A Basic Guide to International Business Law*, Noordhoff, ISBN 9789001701000

### Assignments

Written test International Financial Management (2,00 ECTS)  
Written test Export Management (2,00 ECTS)  
Written test International Law (1,00 ECTS)  
Project in Romania (in cooperation with Business Faculty Babes Bolyai University, Cluj-Napoca), including report (2,50 ECTS)

## Business Ethics (5 ECTS)

Period: Mid April - June

Lecturers: drs. Hendrie van Maanen, drs. Jan Lok

### Introduction

Moral Competence in Business is very important in a lot of organizations. The CHE likes to stress this element as relevant to modern professionals but also as part of her heritage. As a Christian University we like to dig deeper about our personal values and the way we apply them in business.

In this major program we focus on our moral competence and the professional ways to apply this successfully. The course will be a mixture of theory (literature & lectures about Moral Philosophy); reflection (personal moral method) and application (creating an integrity tool for a company in an international context).

### Literature

Campbell Jones, Martin Parker & René ten Bos, *For Business Ethics*, Routledge, 1st edition, 2005, ISBN 9780415311359

Reader.

### Assignments

Written Exam Business Ethics 3,00 EC)

Personal Moral Method (BE3Y 2,00 EC)

## Cross Cultural Business Communication (2,5 ECTS)

Period: Mid April - June

Lecturers: drs. Lieske Hulscher, drs. Jan Lok

### Introduction

In this course you will be taught in the main cross cultural models to analyze a culture (Trompenaars, Hofstede and others). In addition you learn to seek consensus and reconciliation (if needed) in transcultural dilemma's and you will learn to describe your strengths and weaknesses in dealing with cultural dilemma's

### Literature

Nunez, C. e.a., *Intercultural Sensitivity. From denial to intercultural competence*, Gorcum (2009)

### Assignments

Written exam Cross Cultural Communication

## Tutor Guidance, Portfolie and Competence Developing Plan (2 ECTS)

Period: February - June

Lecturers: drs. Lieske Hulscher

### Introduction

You will be supervised during this international semester by a professional coach. You will get acquainted with competence based education and you will write your personal learning objectives and other. You will have group sessions with the international students, but you will also have several individual sessions.