



# **HAS UNIVERSITY OF APPLIED SCIENCES**

STUDY PROGRAMME

## **Business Management in Agriculture & Food (BMV)**

Course catalogue

Academic year  
2017/2018

## Introduction

Your education at HAS Hogeschool, University of Applied Sciences in Venlo centres on you, the student. Here, our teaching team create an environment where you will take challenges within an academic content. We believe you will find learning opportunities, in and out of the classroom, that inspire you to develop the way of knowledge and skills to meet life's performance.

During your studies at HAS, there will be provided learning experiences and you will be encouraged to engage in social, community and professional activities, together with our partner companies.

Study program Business Management in Agribusiness & Food is English-taught program. The main objective in this study program is to attribute to the food supply and quality of life in a sustainable way. Our mission is to develop the green business professionals that are needed now and in the future and that's by connecting theoretical and practical knowledge with collaboration of our partner companies. By transparent way of working we want to meet the international and national standards in education.

This catalogue contains of description of each study module. In each fact sheet of the module stays descriptive information, learning outcomes, learning activities and used methods within, type of examination used. We would like to provide you with all the tools you need after the graduation. Use those tools, discover your strengths and talents and build a rich and fulfilling life.

For any further information please find contact information below or visit our website for open days/evenings:

Chantal de Visser

Student Adviser

[C.deVisser@has.nl](mailto:C.deVisser@has.nl)

+31 88 – 890 30 79

International office

HAS University of Applied Sciences

[international@has.nl](mailto:international@has.nl)

+31 88 – 890 3600

Website: [www.hashogeschool.nl](http://www.hashogeschool.nl)

Address: HAS Hogeschool, University of Applied Sciences

Spoorstraat 62

5911 KJ Venlo

The Netherlands

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## Marketing & Sales IV1401

| Course information system                |   | Year of study 2017-2018 |                           |                     |                               |                                    |              |
|--|---|-------------------------|---------------------------|---------------------|-------------------------------|------------------------------------|--------------|
| Study Programme                          | International Farm Management (IFM)   |                         |                           |                     |                               |                                    |              |
| Course unit code                         | IV1401  |                         |                           |                     |                               |                                    |              |
| Course unit title                        | Marketing & Sales   |                         |                           |                     |                               |                                    |              |
| Location                                 | Venlo   |                         |                           |                     |                               |                                    |              |
| Coordinator                              | Peter van Gastel (GPe)  |                         |                           |                     |                               |                                    |              |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                         |                           |                     |                               |                                    |              |
| Language of instruction                  | English   |                         |                           |                     |                               |                                    |              |
| Credits (ECTS)                           | 6 ECTS  |                         |                           |                     |                               |                                    |              |
| Moment of delivery                       | 1st year Term 1   |                         |                           |                     |                               |                                    |              |
| Prerequisites                            | General entry requirements to the Bachelor course of IFM  |                         |                           |                     |                               |                                    |              |
| Application deadline                     | Klik hier als u een datum wilt invoeren.  |                         |                           |                     |                               |                                    |              |
| Content                                  | <p>In this module the student will learn the basic knowledge and skills in marketing and sales. The level is comparable to NIMA-A level of the Dutch marketing association.</p> <p>Skills are trained in a three person project form and training. The models and academic knowledge about marketing and sales will be presented in lectures and studies will be found in book Marketing Fundamentals (Verhage, 2013)</p>   |                         |                           |                     |                               |                                    |              |
| Learning outcomes                        | <p>At the end of the module student is familiar with:</p> <ul style="list-style-type: none"> <li>• The basic marketing and sales (M&amp;S) terms and models;</li> <li>• The contribution and use of M&amp;S in the business process.</li> </ul> <p>At the end of the module student is able to:</p> <ul style="list-style-type: none"> <li>• Signify consumer needs;</li> <li>• Formulate a product plus strategy;</li> <li>• Use segmentation criteria;</li> <li>• Apply an online media mix;</li> <li>• Do a sales talk in a BtoB and BtoC setting;</li> <li>• Cooperate and communicate in the study group.</li> </ul> |                         |                           |                     |                               |                                    |              |
| Learning activities and teaching methods | <b>Method</b>   |                         | <b>Study load (hours)</b> |                     |                               |                                    |              |
|  | Lectures Marketing & Sales  |                         | 15                        |                     |                               |                                    |              |
|  | Study group (SG)  |                         | 15                        |                     |                               |                                    |              |
|  | Skill training  |                         | 30                        |                     |                               |                                    |              |
|  | Preparation study group   |                         | 58                        |                     |                               |                                    |              |
|  | Excursion   |                         | 8                         |                     |                               |                                    |              |
|  | Preparation exam  |                         | 40                        |                     |                               |                                    |              |
|  | Written exam  |                         | 2                         |                     |                               |                                    |              |
| <b>Total</b>                             |   | <b>168</b>              |                           |                     |                               |                                    |              |
| <b>Test matrix</b>                       |   |                         |                           |                     |                               |                                    |              |
| <b>Part</b>                              | <b>Type of examination</b>  | <b>Weighting factor</b> | <b>Bottom grade</b>       | <b>Rating scale</b> | <b>Individual/ Group work</b> | <b>Time of examination (hours)</b> | <b>Resit</b> |

|   |  |               |              |                        |   |                 |                       |
|---|--|---------------|--------------|------------------------|---|-----------------|-----------------------|
| Written exam - Marketing                  | STS  | 1             | 4.0          | 1.0-10.0               | I | Wk 9<br>(2 hrs) | Wk 9<br>Next<br>block |
| Project                                   | Project  | 1             | 4.0          | 1.0-10.0               | I | Wk 8            | Wk 10                 |
| Sales skills                              | Skill  | 0             | P            | Fail/Pass              | I | Wk 10           | Wk 10                 |
| <b>Recommended or required reading</b>    |  |               |              |                        |   |                 |                       |
| <b>Title</b>                              | <b>Author</b>  | <b>Status</b> | <b>Type</b>  | <b>Code</b>            |   |                 |                       |
| Module book Marketing & Sales             | Gastel, van, P.  |               | Study manual |                        |   |                 |                       |
| Marketing Fundamentals                    | Verhage, B,  |               | Study book   | ISBN 978-90-01-81866-1 |   |                 |                       |
| English grammar for international studies | P. van der Voort   |               |              | ISBN 978-90-01-79080-6 |   |                 |                       |
| <b>Remarks</b>                            | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |              |                        |   |                 |                       |

## Explore Agrifood IV1402

| Course information system                |  | Year of study 2017-2018   |
|--|--|---------------------------|
| Study Programme                          | International Farm Management (IV)   |                           |
| Course unit code                         | IV1402   |                           |
| Course unit title                        | Explore Agrifood   |                           |
| Location                                 | Venlo  |                           |
| Coordinator                              | Peter Roelofs (RoPe)   |                           |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                           |
| Language of instruction                  | English  |                           |
| Credits (ECTS)                           | 6 ECTS   |                           |
| Moment of delivery                       | 1st year Term 1  |                           |
| Prerequisites                            | General entry requirements to the Bachelor course of IFM   |                           |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                           |
| Content                                  | <p>In this module the student will learn the basic knowledge about agribusiness, entrepreneurship, agriculture chains, production and retail marketing. Student will be aware of the agricultural sectors in general, about historical changes, partly about technique and production factors. Beside the production, he/she will discover how the retail chain in the Netherlands looks like. Student will visit supermarkets, garden centres, the butcher and so on, to meet all requirements for the assignment.</p>  |                           |
| Learning outcomes                        | <p>At the end of the module student is familiar with:</p> <ul style="list-style-type: none"> <li>• The main Dutch agriculture food sector, plant and animal production,</li> <li>• The differences and similarities between the different sectors,</li> <li>• The Dutch agricultural food chain, starting at consumers and going back to production and breeding,</li> <li>• Entrepreneurship and technical data,</li> <li>• The various agri-business chains,</li> <li>• The (international) consumer and retail channels.</li> </ul> <p>At the end of the module student will be able to:</p> <ul style="list-style-type: none"> <li>• Engage in the (international) consumer concerning consumption,</li> <li>• Relate consumer demands to the agricultural entrepreneur in the Netherlands,</li> <li>• Organising, presenting and reporting,</li> <li>• Work independently, both individual, as well as in a group.</li> </ul> |                           |
| Learning activities and teaching methods | <b>Method</b>  | <b>Study load (hours)</b> |
|  | Lectures (included guest lectures)   | <b>31</b>                 |
|  | PBL (Problem Based Learning)   | <b>13</b>                 |
|  | Excursions   | <b>22</b>                 |
|  | Retail visits  | <b>12</b>                 |
|  | Self-study   | <b>90</b>                 |
|  | <b>Total</b>   | <b>168</b>                |
| <b>Test matrix</b>                       |  |                           |

| Part                                   | Type of examination  | Weighting factor | Bottom grade | Rating scale | Individual/ Group work | Time of examination (hours) | Resit             |
|--|--|------------------|--------------|--------------|------------------------|-----------------------------|-------------------|
| Written exam – Explore Agrifood        | STS  | 5                | 4.0          | 1.0-10.0     | I                      | Wk 9 (2hrs)                 | Next block Week 9 |
| Presentation                           | Presentation   | 3                | 4.0          | 1.0-10.0     | G                      | Wk 1-8                      | Wk 10             |
| PBL                                    | Skill  | 0                | P            | Fail/Pass    | I                      | Wk 1-8                      | Next block Wk 10  |
| My professional networkbook            | Assignment   | 0                | P            | Fail/Pass    | I                      | Wk 1-8                      | Wk 10             |
| <b>Recommended or required reading</b> |  |                  |              |              |                        |                             |                   |
| Title                                  | Author   | Status           | Type         | Code         |                        |                             |                   |
| Study manual, Explore Agrifood         | Roelofs, P. and Vennekens, E.  |                  | Study manual |              |                        |                             |                   |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                  |              |              |                        |                             |                   |

## Academic & Professional Skills IV1403, 06, 09, 12

| Course information system      |   | Year of study 2017-2018 |
|--------------------------------|---|-------------------------|
| <b>Study Programme</b>         | International Farm Management   |                         |
| <b>Course unit code</b>        | IV1403, 06, 09, 12  |                         |
| <b>Course unit title</b>       | Academic & Professional Skills 1, 2, 3, 4   |                         |
| <b>Location</b>                | Venlo   |                         |
| <b>Coordinator</b>             | Marjolein de Bruin (BrMa)   |                         |
| <b>Type of course unit</b>     | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                         |
| <b>Language of instruction</b> | English   |                         |
| <b>Credits (ECTS)</b>          | 9 ECTS  |                         |
| <b>Moment of delivery</b>      | 1st year <span style="margin-left: 100px;">Kies een item.</span>  |                         |
| <b>Prerequisites</b>           | General entry requirements to Bachelor course in Agribusiness   |                         |
| <b>Application deadline</b>    | <a href="#">Klik hier als u een datum wilt invoeren.</a>  |                         |
| <b>Content</b>                 | <p>This module is expected to develop professionalism and to demonstrate a professional attitude. Acquiring professional skills is a developing process requiring time and focus. Throughout the entire training program and subsequent professional practice attention is paid to aspects of professional behaviour.</p> <p>This module will bring you general skills in many ways needed in your future profession, like:</p> <ul style="list-style-type: none"> <li>- Presenting;</li> <li>- Interviewing techniques (preparing, carrying out and developing and interview);</li> <li>- Foreign languages (English year 1 and 2);</li> <li>- Research skills;</li> <li>- Personal learning objectives;</li> <li>- Reflecting, self-reflection;</li> <li>- Personal development (mentoring);</li> <li>- Traineeship preparation (year 1, 3, and 4);</li> <li>- Job application training.</li> </ul>   |                         |
| <b>Learning outcomes</b>       | <p>A graduate student is expected to gain professionally capable attitude. By acquiring professional skills thru the developing process, student will learn how to deal with work, colleagues and his/her personal performance. Professional behaviour differs to each person and function.</p> <p>The student will be able to:</p> <ul style="list-style-type: none"> <li>- Prepare an interview by clustering questions and dividing the interview into an opening, central part and conclusion;</li> <li>- Apply different types of questions to obtain the right information;</li> <li>- Interview someone from the professional field;</li> <li>- Construct independently a presentation;</li> <li>- Present a coherent story in front of a group;</li> <li>- Ask questions as a listener and give feedback on other people`s presentations;</li> <li>- Explain the results of research well aligned with the international business theme in English;</li> <li>- Hold a meeting in English;</li> <li>- Write a CV and "Letter of motivation" in English;</li> </ul> |                         |



|   |  |                         |                     |                     |                               |                            |              |
|---|--|-------------------------|---------------------|---------------------|-------------------------------|----------------------------|--------------|
|   | <ul style="list-style-type: none"> <li>- Behave during a business conversation in the Netherlands and abroad;</li> <li>- Find sources independently, check validity and integrity for an assignment or research.</li> </ul>  |                         |                     |                     |                               |                            |              |
| <b>Learning activities and teaching methods</b> | <b>Method</b>  |                         |                     |                     |                               | <b>Study load (hours)</b>  |              |
|   | Lectures   |                         |                     |                     |                               |                            |              |
|   | Tutorials  |                         |                     |                     |                               |                            |              |
|   | Training   |                         |                     |                     |                               |                            |              |
|   | Workshops  |                         |                     |                     |                               |                            |              |
|   | Self-study   |                         |                     |                     |                               |                            |              |
|   | Written reports  |                         |                     |                     |                               |                            |              |
|   | Etc.   |                         |                     |                     |                               |                            |              |
| <b>Total</b>                                    |  |                         |                     |                     | <b>252</b>                    |                            |              |
| <b>Test matrix</b>                              |  |                         |                     |                     |                               |                            |              |
| <b>Part</b>                                     | <b>Type of examination</b>   | <b>Weighting factor</b> | <b>Bottom grade</b> | <b>Rating scale</b> | <b>Individual/ Group work</b> | <b>Time of examination</b> | <b>Resit</b> |
| English   | Present ation  | 1                       | 4.0                 | 1.0-10.0            | I                             | Wk 8                       | Next block   |
| Communication skills                            | Skill  | 0                       | P                   | Fail/p ass          | I                             | Wk 1-8                     | Next block   |
| Written exam - Statistics                       | STS  | 1                       | 4.0                 | 1.0-10.0            | I                             | Wk 8                       | Next block   |
| Communication skills                            | Skill  | 0                       | P                   | Fail/P ass          | I                             | Wk 1-8                     | Next block   |
| Written exam - Statistics                       | STS  | 1                       | 4.0                 | 1.0-10.0            | I                             | Wk 1-8                     | Next block   |
| Communication skills                            | Skill  | 0                       | P                   | Fail/P ass          | I                             | Wk 1-8                     | Next block   |
| English   | Assignm ent  | 1                       | 4.0                 | 1.0-10.0            | I                             | Wk 8                       | Next block   |
| Coaching  | Assignm ent  | 0                       | P                   | Fail/P ass          | I                             | Wk 8                       | Next block   |
| Professional development hours                  | Report   | 0                       | P                   | Fail/P ass          | I                             | Wk 8                       | Next block   |
| <b>Recommended or required reading</b>          |  |                         |                     |                     |                               |                            |              |
| <b>Title</b>                                    | <b>Author</b>  | <b>Status</b>           |                     | <b>Type</b>         | <b>Code</b>                   |                            |              |
| English for presentations                       | B. Dignen  | Recommended             |                     |                     | ISBN 978-19-00-99119-3        |                            |              |
| A Good Report                                   | R. Hogeweg and K. Philips  | Required                |                     |                     | ISBN 978-90-06-95150-9        |                            |              |
| <b>Remarks</b>                                  | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                         |                     |                     |                               |                            |              |

## Business Administration IV1404

| Course information system                       |   | Year of study 2016-2017   |
|---|---|---------------------------|
| <b>Study Programme</b>                          | International Farm Management   |                           |
| <b>Course unit code</b>                         | IV1404  |                           |
| <b>Course unit title</b>                        | Business Administration   |                           |
| <b>Location</b>                                 | Venlo   |                           |
| <b>Coordinator</b>                              | Shirley Reijnst (ReSh)  |                           |
| <b>Type of course unit</b>                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                           |
| <b>Language of instruction</b>                  | English   |                           |
| <b>Credits (ECTS)</b>                           | 6 ECTS  |                           |
| <b>Moment of delivery</b>                       | Year 1                      Term 2  |                           |
| <b>Prerequisites</b>                            | General entry requirements to Bachelor course in Agribusiness.  |                           |
| <b>Application deadline</b>                     | <a href="#">Klik hier als u een datum wilt invoeren.</a>  |                           |
| <b>Content</b>                                  | <p>The module Business Administration consists of Basics of Financial Management, Organisation and Management and Basics of Microsoft Excel.</p> <p>The lectures about business administration will be an introduction to financial management in business and management accounting. Organisation and management will make you familiar with organisations and their environment.</p> <p>Next to that, you will practice simple business calculations and the use of Microsoft Excel in the context of business administration and information management.</p>   |                           |
| <b>Learning outcomes</b>                        | <p>At the end of the module of Business Administration, the student is able to show comprehension of:</p> <ol style="list-style-type: none"> <li>1. Business and their role in the company,</li> <li>2. Financial management disciplines and positions,</li> <li>3. Working with financial statements, cost structure, cost calculations, indirect costs, budgeting and variance analysis,</li> <li>4. Environmental influences on organizations, such as stakeholders and external factors,</li> <li>5. Strategic management, such as the strategic management process and in business adopted analysis tools,</li> <li>6. Collaboration such as types of collaboration and the ration to collaborate,</li> <li>7. Basic skills in working with Excel,</li> <li>8. Setting up a balance sheet and a profit-and-loss account and a general ledger account in Excel,</li> <li>9. Calculating business results as EBIT, EBT and EAT.</li> </ol> |                           |
| <b>Learning activities and teaching methods</b> | <b>Method</b>   | <b>Study load (hours)</b> |
|   | Lectures (included guest lectures)  | <b>40</b>                 |
|   | Trainings   | <b>3</b>                  |
|   | Workshops (Excel and calculations)  | <b>9</b>                  |
|   | Self-study  | <b>116</b>                |
|   | <b>Total</b>  | <b>168</b>                |
| <b>Test matrix</b>                              |   |                           |

| Part  | Type of examination  | Weighting factor        | Bottom grade | Rating scale       | Individual/ Group work | Time of examination (hours) | Resit      |
|---|--|-------------------------|--------------|--------------------|------------------------|-----------------------------|------------|
| Written exam – Management                           | STS  | 4                       | 4.0          | 1.0-10.0           | I                      | Wk 9 (2 hrs)                | Next block |
| Written exam – Business economics                   | STS  | 6                       | 4.0          | 1.0-10.0           | I                      | Wk 9 (2 hrs)                | Next block |
| Excel   | Skill  | 0                       | P            | Pass/Fail          | I                      | Wk 1-8                      | Next block |
| <b>Recommended or required reading</b>              |  |                         |              |                    |                        |                             |            |
| Title   | Author   | Status                  | Type         | Code               |                        |                             |            |
| Study manual Business Administration                | Reijnst, S.  | Required                |              |                    |                        |                             |            |
| Basics of Financial Management                      | Brouwers and Koetzier  | 3 <sup>rd</sup> edition | Book         | ISBN 9789001839147 |                        |                             |            |
| Basics of Financial Management-exercises            | Brouwers and Koetzier  | 2 <sup>nd</sup> edition | Book         | ISBN 9789001839123 |                        |                             |            |
| Organisation & Management an international approach | Marcus and van Dam   | 3 <sup>rd</sup> edition | Book         | ISBN 9789001850227 |                        |                             |            |
| Practical manual Excel 2017                         |  |                         |              |                    |                        |                             |            |
| <b>Remarks</b>                                      | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                         |              |                    |                        |                             |            |

## Research IV1405

| Course information system                |  | Year of study 2017-2018 |                           |              |                           |                             |       |
|--|--|-------------------------|---------------------------|--------------|---------------------------|-----------------------------|-------|
| Study Programme                          | International Farm Management  |                         |                           |              |                           |                             |       |
| Course unit code                         | IV1405   |                         |                           |              |                           |                             |       |
| Course unit title                        | Research   |                         |                           |              |                           |                             |       |
| Location                                 | Venlo  |                         |                           |              |                           |                             |       |
| Coordinator                              | Annemarije Verspuy (VeAn)  |                         |                           |              |                           |                             |       |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                         |                           |              |                           |                             |       |
| Language of instruction                  | English  |                         |                           |              |                           |                             |       |
| Credits (ECTS)                           | 7 ECTS   |                         |                           |              |                           |                             |       |
| Moment of delivery                       | Year 1   |                         | Term 2                    |              |                           |                             |       |
| Prerequisites                            | General entry requirements to Bachelor course in Agribusiness.   |                         |                           |              |                           |                             |       |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                         |                           |              |                           |                             |       |
| Content                                  | <p>In this module student will learn how to design and conduct a research study. He/she will focus on formulating research questions, choosing a suitable research method, working on literature searches and perform simple quantitative research. Answering a question from an entrepreneur, student will learn how to design and conduct a research study.</p> <p>During the module student will improve presentation skills, learn how to present results by using descriptive statistics and to draw their conclusions on this basis, whereby they are aware of the limitations of their analytical skills.</p> |                         |                           |              |                           |                             |       |
| Learning outcomes                        | <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>- Think and investigate in a scientific way,</li> <li>- Use research skills, and investigative attitude in assignments, projects, internships and later on at work,</li> <li>- Design own research project,</li> <li>- Implement and describe Plan of Approach, Research report and Management plan.</li> </ul>  |                         |                           |              |                           |                             |       |
| Learning activities and teaching methods | <b>Method</b>  |                         | <b>Study load (hours)</b> |              |                           |                             |       |
|  | Lectures   |                         | <b>32</b>                 |              |                           |                             |       |
|  | Project meeting  |                         | <b>32</b>                 |              |                           |                             |       |
|  | Excursions   |                         | <b>12</b>                 |              |                           |                             |       |
|  | Presentation   |                         | <b>3</b>                  |              |                           |                             |       |
|  | Coaching internship  |                         | <b>3</b>                  |              |                           |                             |       |
|  | Self-study   |                         | <b>114</b>                |              |                           |                             |       |
| <b>Total</b>                             |  | <b>196</b>              |                           |              |                           |                             |       |
| <b>Test matrix</b>                       |  |                         |                           |              |                           |                             |       |
| Part                                     | Type of examination  | Weighting factor        | Bottom grade              | Rating scale | Individual/<br>Group work | Time of examination (hours) | Resit |

|  |  |               |             |                        |   |                 |            |
|--|--|---------------|-------------|------------------------|---|-----------------|------------|
| Written exam - Research                | STS  | 5             | 4.0         | 1.0-10.0               | I | Wk 9<br>(2 hrs) | Next block |
| Presentation                           | Present ation  | 1             | 4.0         | 1.0-10.0               | G | Wk 10           | Next block |
| Report                                 | Report   | 3             | 4.0         | 1.0-10.0               | I | Wk 8            | Next block |
| <b>Recommended or required reading</b> |  |               |             |                        |   |                 |            |
| <b>Title</b>                           | <b>Author</b>  | <b>Status</b> | <b>Type</b> | <b>Code</b>            |   |                 |            |
| A Good Report                          | Hogeweg, R. and Philips, K.  | Required      | Book        | ISBN 978-90-06-95150-9 |   |                 |            |
| Designing a Research Project           | Verschuren, P. and Doorewaard, H.  | Required      | Book        | ISBN 978-90-59-31572-3 |   |                 |            |
| Organisation & Management              | Dam van, M. and Medhurst   | 3rd edition   |             |                        |   |                 |            |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |             |                        |   |                 |            |

## Growth & Development IV1407

| Course information system                |   | Year of study 2017-2018 |              |                           |                        |                             |            |
|--|---|-------------------------|--------------|---------------------------|------------------------|-----------------------------|------------|
| Study Programme                          | International Farm Management   |                         |              |                           |                        |                             |            |
| Course unit code                         | IV1407  |                         |              |                           |                        |                             |            |
| Course unit title                        | Growth & Development  |                         |              |                           |                        |                             |            |
| Location                                 | Venlo   |                         |              |                           |                        |                             |            |
| Coordinator                              | Annemarije Verspuy (VeAn) Tom Vingerhoets (ViT)   |                         |              |                           |                        |                             |            |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                         |              |                           |                        |                             |            |
| Language of instruction                  | English   |                         |              |                           |                        |                             |            |
| Credits (ECTS)                           | 6 ECTS  |                         |              |                           |                        |                             |            |
| Moment of delivery                       | Year 1 <span style="margin-left: 100px;">Kies een item.</span>  |                         |              |                           |                        |                             |            |
| Prerequisites                            |   |                         |              |                           |                        |                             |            |
| Application deadline                     | Klik hier als u een datum wilt invoeren.  |                         |              |                           |                        |                             |            |
| Content                                  | <p>Student is able to understand and control the growth factor in plants and animals.</p> <p>The student is able to:</p> <ul style="list-style-type: none"> <li>- Understand the influence of feed in animal and plants;</li> <li>- Understand influences of water, temperature, and hormones on plant growth;</li> <li>- Understand growth and development in animals (embryo and adult);</li> <li>- Understand quality in food products.</li> </ul> |                         |              |                           |                        |                             |            |
| Learning outcomes                        | During each week will be processed different themes. Research in growth factor in plants will be conducted during the whole block. Each week practical's will be done with different subjects like embryology, anatomy, quality, plant pathology, etc. Excursion will be organized and focused on animal feed.  |                         |              |                           |                        |                             |            |
| Learning activities and teaching methods | <b>Method</b>   |                         |              | <b>Study load (hours)</b> |                        |                             |            |
|  | Practical's at laboratory   |                         |              | <b>35</b>                 |                        |                             |            |
|  | Excursion   |                         |              | <b>8</b>                  |                        |                             |            |
|  | Self-study  |                         |              | <b>119</b>                |                        |                             |            |
|  | Written exam  |                         |              | <b>3</b>                  |                        |                             |            |
|  | Presentation  |                         |              | <b>3</b>                  |                        |                             |            |
| <b>Total</b>                             |   |                         | <b>168</b>   |                           |                        |                             |            |
| <b>Test matrix</b>                       |   |                         |              |                           |                        |                             |            |
| Part                                     | Type of examination   | Weighting factor        | Bottom grade | Rating scale              | Individual/ Group work | Time of examination (hours) | Resit      |
| Written exam – Growth & development      | STS   | 2                       | 4.0          | 1.0-10.0                  | I                      | Wk 9 (2hrs)                 | Next block |
| Project                                  | Report  | 1                       | 4.0          | 1.0-10.0                  | G                      | Wk 10                       | Next block |
| <b>Recommended or required reading</b>   |   |                         |              |                           |                        |                             |            |
| Title                                    | Author  | Status                  | Type         | Code                      |                        |                             |            |

|   |  |          |      |               |
|---|--|----------|------|---------------|
| Biology – a global approach 10th edition (2015) | Campbell and Reece   | Required | Book | 9781780164908 |
| <b>Remarks</b>                                  | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |          |      |               |

## Internship & Animal biology IV1408

| Course information system                |  | Year of study 2017-2018 |                           |              |                        |                             |            |
|--|--|-------------------------|---------------------------|--------------|------------------------|-----------------------------|------------|
| Study Programme                          | International Farm Management  |                         |                           |              |                        |                             |            |
| Course unit code                         | IV1408   |                         |                           |              |                        |                             |            |
| Course unit title                        | Internship & Animal biology  |                         |                           |              |                        |                             |            |
| Location                                 | Venlo  |                         |                           |              |                        |                             |            |
| Coordinator                              | Annemarije Verspuy (VeAn)  |                         |                           |              |                        |                             |            |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                         |                           |              |                        |                             |            |
| Language of instruction                  | English  |                         |                           |              |                        |                             |            |
| Credits (ECTS)                           | 7 ECTS   |                         |                           |              |                        |                             |            |
| Moment of delivery                       | 1st year                      3rd block  |                         |                           |              |                        |                             |            |
| Prerequisites                            | General entry requirements to Bachelor course in Agribusiness  |                         |                           |              |                        |                             |            |
| Application deadline                     | <a href="#">Klik hier als u een datum wilt invoeren.</a>   |                         |                           |              |                        |                             |            |
| Content                                  | In this module the student will get acquainted with all the aspects of the Dutch animal husbandry. Lectures at the university will be based on plant biology. All knowledge will be gained by lectures, practical's, problem based learning and traineeship.   |                         |                           |              |                        |                             |            |
| Learning outcomes                        | <p>Active learning at the university and at the farm in order to understand and be able to control, the production factors in a primary production company.</p> <p>After this module students gained knowledge about:</p> <ul style="list-style-type: none"> <li>- Animal anatomy and morphology;</li> <li>- Animal digestive system;</li> <li>- Immunology and health;</li> <li>- Reproduction.</li> </ul> <p>After this module student is able to:</p> <ul style="list-style-type: none"> <li>- Take care of animals at a primary production company,</li> <li>- Apply basic theory animal development and the factors that influence it.</li> </ul> |                         |                           |              |                        |                             |            |
| Learning activities and teaching methods | <b>Method</b>  |                         | <b>Study load (hours)</b> |              |                        |                             |            |
|  | Lectures   |                         | <b>8</b>                  |              |                        |                             |            |
|  | Internship   |                         | <b>96</b>                 |              |                        |                             |            |
|  | PBL (Problem Based Learning)   |                         | <b>12</b>                 |              |                        |                             |            |
|  | Practical  |                         | <b>10</b>                 |              |                        |                             |            |
|  | Presentation   |                         | <b>3</b>                  |              |                        |                             |            |
|  | Report writing   |                         | <b>32</b>                 |              |                        |                             |            |
|  | Self-study   |                         | <b>35</b>                 |              |                        |                             |            |
| <b>Total</b>                             |  | <b>196</b>              |                           |              |                        |                             |            |
| Test matrix                              |  |                         |                           |              |                        |                             |            |
| Part                                     | Type of examination  | Weighting factor        | Bottom grade              | Rating scale | Individual/ Group work | Time of examination (hours) | Resit      |
| Written exam – Animal biology            | STS  | 5                       | 4.0                       | 1.0-10.0     | I                      | Wk 9 (2hrs)                 | Next block |



|   |  |                       |              |                        |   |      |            |
|---|--|-----------------------|--------------|------------------------|---|------|------------|
| PBL (Problem Based Learning)                | Skill  | 0                     | P            | Fail/Pass              | I | Wk 8 | Next block |
| Internship                                  | Report   | 1                     | 4.0          | 1.0-10.0               | I | Wk 8 | Next block |
| <b>Recommended or required reading</b>      |  |                       |              |                        |   |      |            |
| <b>Title</b>                                | <b>Author</b>  | <b>Status</b>         | <b>Type</b>  | <b>Code</b>            |   |      |            |
| Biology – a global approach 10th edition    | Campbell and Reece 2015  | Required              | Study manual | ISBN 9781-78-01-6490-8 |   |      |            |
| Report Writing for Readers with Little Time | Elling, R., Aandeweg A. B., Jong de, J., Swankhuizen Ch., Linden van der, K.   | Already in possession | Book         | ISBN 9781-13-81-3179-8 |   |      |            |
| Designing a research project                | Verschuren P., Doorewaard H.   | Already in possession | Book         | ISBN 9789-05-93-1572-3 |   |      |            |
| <b>Remarks</b>                              | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                       |              |                        |   |      |            |

## Agrifood Chains IV1410

| Course information system                |  | Year of study 2017-2018 |                    |              |                        |                             |       |
|--|--|-------------------------|--------------------|--------------|------------------------|-----------------------------|-------|
| Study Programme                          | International Farm Management (IV)   |                         |                    |              |                        |                             |       |
| Course unit code                         | IV1410   |                         |                    |              |                        |                             |       |
| Course unit title                        | Agrifood Chains  |                         |                    |              |                        |                             |       |
| Location                                 | Venlo  |                         |                    |              |                        |                             |       |
| Coordinator                              | Mirko Klein (KIMi)   |                         |                    |              |                        |                             |       |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                         |                    |              |                        |                             |       |
| Language of instruction                  | English  |                         |                    |              |                        |                             |       |
| Credits (ECTS)                           | 6 ECTS   |                         |                    |              |                        |                             |       |
| Moment of delivery                       | 1st year Term 3  |                         |                    |              |                        |                             |       |
| Prerequisites                            | General entry requirements to the Bachelor course of IFM   |                         |                    |              |                        |                             |       |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                         |                    |              |                        |                             |       |
| Content                                  | <p>This module will take student one step closer to agribusiness, entrepreneurship, agro-food chains and supply chain. Student will understand how all stakeholders work together, how is the amount added to the value of product or service, and how are the margins divided between the actors in the value chain.</p> <p>Student will explore differences between local and global supply chains. And that's especially by excursion organized to flowers and plants auction, foreign country-to compare the climate conditions and different collaboration between the chains in agribusiness, and much more.</p> <p>By excursions, lectures, presentations, and following the assignments student will receive an appropriate comprehension.</p> |                         |                    |              |                        |                             |       |
| Learning outcomes                        | <p>At the end of the module students know:</p> <ul style="list-style-type: none"> <li>• The importance of the agro-food sector for a region, a country,</li> <li>• Stakeholders and their added value in the value chain,</li> <li>• Main developments in the international agro-food sector, such as horticulture, animal husbandry, arable farming,</li> <li>• Differences between local and international supply chains.</li> </ul> <p>At the end of the module students also show their skills in:</p> <ul style="list-style-type: none"> <li>• Collecting data, discussion, analysing, report writing and presenting.</li> </ul>  |                         |                    |              |                        |                             |       |
| Learning activities and teaching methods | Method   |                         | Study load (hours) |              |                        |                             |       |
|  | Lectures (included guest lectures)   |                         | 15                 |              |                        |                             |       |
|  | PBL (Problem Based Learning)   |                         | 10                 |              |                        |                             |       |
|  | Excursions   |                         | 35                 |              |                        |                             |       |
|  | Workshop (presentation)  |                         | 3                  |              |                        |                             |       |
|  | Self-study   |                         | 105                |              |                        |                             |       |
| Total                                    |  | 168                     |                    |              |                        |                             |       |
| Test matrix                              |  |                         |                    |              |                        |                             |       |
| Part                                     | Type of examination  | Weighting factor        | Bottom grade       | Rating scale | Individual/ Group work | Time of examination (hours) | Resit |

|  |  |               |                 |              |  |             |                 |
|--|--|---------------|-----------------|--------------|--|-------------|-----------------|
| Written exam - Agrifood Chains         | STS  | 5             | 4.0             | 1.0-10.0     | I  | Wk 9 (2hrs) | Next block Wk 9 |
| Presentation                           | Present ation  | 3             | 4.0             | 1.0-10.0     | G  | Wk 1-8      | Next block      |
| PBL                                    | Skill  | 0             | P               | Fail/P ass   | I  | Wk 8        | Next block      |
| My professional network                | Assignm ent  | 0             | P               | Fail/P ass   | I  | Wk 1-8      | Next block      |
| <b>Recommended or required reading</b> |  |               |                 |              |  |             |                 |
| <b>Title</b>                           | <b>Author</b>  | <b>Status</b> |                 | <b>Type</b>  | <b>Code</b>  |             |                 |
| Study manual Agri-Food Chains, 2017    | Klein, M.  | Required      |                 | Study manual |  |             |                 |
| Food Atlas of the Netherlands          | Noordhoff Atlas production   |               |                 | Book         | ISBN 9789-00-11-2250-8                                   |             |                 |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |                 |              |  |             |                 |
| <b>Excursion to Spain</b>              | <b>Expenses</b>  |               | <b>Duration</b> | <b>Date</b>  | <b>Description</b>                                       |             |                 |
|  | 270 €  |               | One week        | Wk 5 Block 3 | Getting familiar within the agriculture sector in Europe |             |                 |

## Internship & Plant biology IV1411

| Course information system                |  | Year of study 2017-2018 |                           |                     |                               |                                    |              |
|--|--|-------------------------|---------------------------|---------------------|-------------------------------|------------------------------------|--------------|
| Study Programme                          | International Farm Management  |                         |                           |                     |                               |                                    |              |
| Course unit code                         | IV1411   |                         |                           |                     |                               |                                    |              |
| Course unit title                        | Internship & Plant biology   |                         |                           |                     |                               |                                    |              |
| Location                                 | Venlo  |                         |                           |                     |                               |                                    |              |
| Coordinator                              | Annemarije Verspuy (VeAn)  |                         |                           |                     |                               |                                    |              |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                         |                           |                     |                               |                                    |              |
| Language of instruction                  | English  |                         |                           |                     |                               |                                    |              |
| Credits (ECTS)                           | 7 ECTS   |                         |                           |                     |                               |                                    |              |
| Moment of delivery                       | 1st year                      4th block  |                         |                           |                     |                               |                                    |              |
| Prerequisites                            | General entry requirements to Bachelor course in Agribusiness  |                         |                           |                     |                               |                                    |              |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                         |                           |                     |                               |                                    |              |
| Content                                  | In this module the student will get acquainted with all the aspects of the Dutch horticulture and arable farming, which includes production aspects and the horticulture chain during a traineeship. Lectures at the university will be based on plant biology. All knowledge will be gained by lectures, practical's, problem based learning and traineeship.   |                         |                           |                     |                               |                                    |              |
| Learning outcomes                        | <p>Active learning at the university and at the farm in order to understand, and be able to control the production factors in a primary production company.</p> <p>After this module students gained knowledge about:</p> <ul style="list-style-type: none"> <li>- (A)biotic factors,</li> <li>- Plant anatomy and morphology,</li> <li>- Photosynthesis,</li> <li>- Pollination.</li> </ul> <p>After this module student is able to:</p> <ul style="list-style-type: none"> <li>- Take care of plants at a primary production company,</li> <li>- Apply basic theory about plant growth and the factors that influence it.</li> </ul> |                         |                           |                     |                               |                                    |              |
| Learning activities and teaching methods | <b>Method</b>  |                         | <b>Study load (hours)</b> |                     |                               |                                    |              |
|  | Lectures   |                         | 8                         |                     |                               |                                    |              |
|  | Internship   |                         | 96                        |                     |                               |                                    |              |
|  | PBL (Problem Based Learning)   |                         | 12                        |                     |                               |                                    |              |
|  | Practical  |                         | 10                        |                     |                               |                                    |              |
|  | Presentation   |                         | 3                         |                     |                               |                                    |              |
|  | Report writing   |                         | 32                        |                     |                               |                                    |              |
|  | Self-study   |                         | 35                        |                     |                               |                                    |              |
| <b>Total</b>                             |  | <b>196</b>              |                           |                     |                               |                                    |              |
| <b>Test matrix</b>                       |  |                         |                           |                     |                               |                                    |              |
| <b>Part</b>                              | <b>Type of examination</b>   | <b>Weighting factor</b> | <b>Bottom grade</b>       | <b>Rating scale</b> | <b>Individual/ Group work</b> | <b>Time of examination (hours)</b> | <b>Resit</b> |

|  |  |               |              |                        |   |              |            |
|--|--|---------------|--------------|------------------------|---|--------------|------------|
| Written exam - Plant biology             | STS  | 1             | 4.0          | 1.0-10.0               | I | Wk 9 (2 hrs) | Next block |
| PBL (Problem Based Learning)             | Skill  | 0             | Pass         | Fail/Pass              | I | Wk 8         | Next block |
| Internship                               | Report   | 1             | 4.0          | 1.0-10.0               | I | Wk 8         | Next block |
| <b>Recommended or required reading</b>   |  |               |              |                        |   |              |            |
| <b>Title</b>                             | <b>Author</b>  | <b>Status</b> | <b>Type</b>  | <b>Code</b>            |   |              |            |
| Biology – a global approach 10th edition | Campbell and Reece 2015  | Required      | Study manual | ISBN 9781-78-01-6490-8 |   |              |            |
| <b>Remarks</b>                           | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |              |                        |   |              |            |

## Entrepreneurship IV2402

| Course information system                |   | Year of study 2017-2018   |
|--|---|---------------------------|
| Study Programme                          | International Farm Management (BSc)   |                           |
| Course unit code                         | IV2402  |                           |
| Course unit title                        | Entrepreneurship  |                           |
| Location                                 | Venlo   |                           |
| Coordinator                              | Shirley Reijnst (ReSh)  |                           |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                           |
| Language of instruction                  | English   |                           |
| Credits (ECTS)                           | 7 ECTS  |                           |
| Moment of delivery                       | Year 2 Term1  |                           |
| Prerequisites                            | IV1401 Marketing & Sales<br>IV1404 Business Administration  |                           |
| Application deadline                     | Klik hier als u een datum wilt invoeren.  |                           |
| Content                                  | <p>During the course Entrepreneurship the student will write a business plan in a group of 4-6 students. This plan can be written for an existing company or a start-up. The business plan must contain of:</p> <ol style="list-style-type: none"> <li>1. Mission statement, PMC-choice, competitive analysis,</li> <li>2. Outlines of operation of production and business,</li> <li>3. Investment plan,</li> <li>4. Forecast of financial statements,</li> <li>5. Finance plan,</li> <li>6. Choice of corporate form,</li> <li>7. Advise to bank.</li> </ol> <p>On an individual level the student has to write an essay on a topic of possible risks what may occur in the field of risk management.</p> <p>Next to the above mentioned projects education regarding finance, marketing and excel will be provided. To assist the student in drafting forecasts in Excel, required skills will be taught in Excel-workshops.</p> |                           |
| Learning outcomes                        | <p>On completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop a vision and formulate a strategy for an (international) agro-food business,</li> <li>2. Display entrepreneurship and focus on innovation in international agro-food business,</li> <li>3. Advice on financial aspects of the operational management of an agro-food business,</li> <li>4. Market products and services strategically in the global agro-food market.</li> </ol>  |                           |
| Learning activities and teaching methods | <b>Method</b>   | <b>Study load (hours)</b> |
|  | Lectures (included guest lectures)  | 30                        |
|  | Workshops (Excel and calculation)   | 20                        |
|  | Project (International comparison)  | 5                         |
|  | Business plan (group project)   | 5                         |
|  | Presentation  | 8                         |
|  | Self-study & Development of projects  | 128                       |
| <b>Total</b>                             | <b>196</b>  |                           |

| Test matrix                              |  |                  |              |                        |                        |                             |            |
|--|--|------------------|--------------|------------------------|------------------------|-----------------------------|------------|
| Part                                     | Type of examination  | Weighting factor | Bottom grade | Rating scale           | Individual/ Group work | Time of examination (hours) | Resit      |
| Written exam – Marketing and finance     | STS  | 1                | 4.0          | 1.0-10.0               | I                      | Wk 9 (2 hrs)                | Next block |
| Business plan                            | Report   | 1                | 4.0          | 1.0-10.0               | G                      | Wk 8                        | Next block |
| Excel                                    | Skill  | 0                | P            | Fail/Pass              | I                      | Wk 8                        | Next block |
| Recommended or required reading          |  |                  |              |                        |                        |                             |            |
| Title                                    | Author   | Status           | Type         | Code                   |                        |                             |            |
| Marketing Fundamentals                   | Verhage, B.  | Compulsory       | Book         | ISBN 9789-00-18-1866-1 |                        |                             |            |
| Basics of Financial Management           | Brouwers & Koetzier  | Compulsory       | Book         | ISBN 9789-00-18-3914-7 |                        |                             |            |
| Basics of Financial Management-exercises | Brouwers, Koetzier & Leppink   | Compulsory       | Book         | ISBN 9789-00-18-3912-3 |                        |                             |            |
| Study Manual Entrepreneurship            | Reijnt, S.   | Compulsory       | Blackboard   |                        |                        |                             |            |
| Excel Manual 2010/2013                   |  |                  |              |                        |                        |                             |            |
| Remarks                                  | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                  |              |                        |                        |                             |            |

## Business Xperience 1, 2 IV2403, IV2408

| Course information system                |   | Year of study 2017-2018 |                           |              |                        |                           |            |
|--|---|-------------------------|---------------------------|--------------|------------------------|---------------------------|------------|
| Study Programme                          | International Farm Management   |                         |                           |              |                        |                           |            |
| Course unit code                         | IV2403, IV2408  |                         |                           |              |                        |                           |            |
| Course unit title                        | Business Xperience 1, 2   |                         |                           |              |                        |                           |            |
| Location                                 | Venlo   |                         |                           |              |                        |                           |            |
| Coordinator                              | Peter Roelofs (RoPe)  |                         |                           |              |                        |                           |            |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                         |                           |              |                        |                           |            |
| Language of instruction                  | English   |                         |                           |              |                        |                           |            |
| Credits (ECTS)                           | 12 ECTS   |                         |                           |              |                        |                           |            |
| Moment of delivery                       | Year 2 Term 1, Term2, Term3, Term4  |                         |                           |              |                        |                           |            |
| Prerequisites                            | IV1411 Internship & Plant biology   |                         |                           |              |                        |                           |            |
| Application deadline                     | Klik hier als u een datum wilt invoeren.  |                         |                           |              |                        |                           |            |
| Content                                  | <p>Student work in a small group one day a week at a company, he/she will study at least one problem based at the company.</p> <p>Students help the entrepreneur to solve problems in the business and pick out one more challenging problem for quantitative research. The statistics and research lessons provide the needed background, to do a proper research.</p>   |                         |                           |              |                        |                           |            |
| Learning outcomes                        | <p>The student is able to:</p> <ul style="list-style-type: none"> <li>- Discuss ideas of entrepreneurship,</li> <li>- Solve the problems in a business situation,</li> <li>- Execute a research project,</li> <li>- Understand concepts of sustainability in a business situation,</li> <li>- Demonstrate professional behaviour in cooperation,</li> <li>- Use statistical methods in a business situation.</li> </ul> |                         |                           |              |                        |                           |            |
| Learning activities and teaching methods | <b>Method</b>   |                         | <b>Study load (hours)</b> |              |                        |                           |            |
|  | Company Research Project  |                         | <b>120</b>                |              |                        |                           |            |
|  | Statistics  |                         | <b>80</b>                 |              |                        |                           |            |
|  | Self-study  |                         | <b>136</b>                |              |                        |                           |            |
|  |   | <b>Total</b>            |                           | <b>336</b>   |                        |                           |            |
| <b>Test matrix</b>                       |   |                         |                           |              |                        |                           |            |
| Part                                     | Type of examination   | Weighting factor        | Bottom grade              | Rating scale | Individual/ Group work | Time of examination       | Resit      |
| Written exam - Statistics                | STS   | 1                       | 4.0                       | 1.0-10.0     | I                      | Block 2<br>Wk 9<br>(2hrs) | Next block |
| English                                  | Assignment  | 1                       | 4.0                       | 1.0-10.0     | I                      | Wk 8                      | Next block |
| Plan of Action                           | Report  | 0                       | P                         | Pass/Fail    | G                      | Wk 10                     | Next block |
| Project                                  | Report  | 0                       | P                         | Pass/Fail    | G                      | Wk 10                     | Next block |
| Statistics                               | Assignment  | 0                       | P                         | Pass/Fail    | I                      | Wk 6                      | Next block |



|  |  |               |     |              |                        |                 |            |
|--|--|---------------|-----|--------------|------------------------|-----------------|------------|
| Written exam - Data mining             | STS  | 1             | 4.0 | 1.0-10.0     | I                      | Block 4<br>Wk 9 | Next block |
| Data mining                            | Assignment   | 0             | P   | Pass/Fail    | I                      | Wk 6            | Next block |
| Project                                | Report   | 0             | P   | Pass/Fail    | G                      | Wk 10           | Next block |
| <b>Recommended or required reading</b> |  |               |     |              |                        |                 |            |
| <b>Title</b>                           | <b>Author</b>  | <b>Status</b> |     | <b>Type</b>  | <b>Code</b>            |                 |            |
| Study manual Business Xperience        | Roelofs, P.  | Required      |     | Study manual |                        |                 |            |
| Designing a Research Project           | Verschuren, P. and Doorewaard, H.  | 2nd edition   |     | Book         | ISBN 9789-05-93-1572-3 |                 |            |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |     |              |                        |                 |            |

## International Business IV2404

| Course information system                |   | Year of study 2017-2018   |
|--|---|---------------------------|
| Study Programme                          | International Farm Management   |                           |
| Course unit code                         | IV2404  |                           |
| Course unit title                        | International Business  |                           |
| Location                                 | Venlo   |                           |
| Coordinator                              | Esther Vennekens  |                           |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                           |
| Language of instruction                  | English   |                           |
| Credits (ECTS)                           | 6 ECTS  |                           |
| Moment of delivery                       | Year 2                      Term 2  |                           |
| Prerequisites                            |   |                           |
| Application deadline                     | Klik hier als u een datum wilt invoeren.  |                           |
| Content                                  | <p>In the module International Business, students will learn about international strategies, political environment, EU policy, business communication and cultural aspects. Students will work on a country study, what includes determination of criteria required to run a business abroad. Introduction to the European Union will provide them with playing rules within the international trade and business. Students will also develop the professional skills by writing a research paper and present it in front of an international audience.</p>   |                           |
| Learning outcomes                        | <p>In this module students will gain knowledge in:</p> <ul style="list-style-type: none"> <li>- The international entrepreneurship and be able to recognize influences in the political and economic environment;</li> <li>- Positioning countries in the European Union and outside the European Union;</li> <li>- Dutch and European policy;</li> <li>- Various interests of stakeholders;</li> <li>- The fundamentals of the functioning of EU policy for European Agribusiness;</li> <li>- Cultural differences and intercultural communication;</li> <li>- English language, during the presentation for an international audience.</li> </ul> |                           |
| Learning activities and teaching methods | <b>Method</b>   | <b>Study load (hours)</b> |
|  | Lectures  | 10                        |
|  | Research paper  | 25                        |
|  | Presentation of research  | 2                         |
|  | Workshop Brussels   | 10                        |
|  | Excursion Brussels  | 5                         |
|  | Interview assignment  | 10                        |
|  | Training intercultural communication  | 40                        |
|  | Excursion Poland  | 30                        |
|  | Self-study  | 36                        |
|  | <b>Total</b>  | <b>168</b>                |
| <b>Test matrix</b>                       |   |                           |

| Part                                   | Type of examination  | Weighting factor | Bottom grade    | Rating scale   | Individual/<br>Group work | Time of examination (hours) | Resit      |
|--|--|------------------|-----------------|--|---------------------------|-----------------------------|------------|
| Written exam – International business  | STS  | 3                | 4.0             | 1.0-10.0   | I                         | Wk 9 (2hrs)                 | Next block |
| Assignment                             | Assignment   | 2                | 4.0             | 1.0-10.0   | I                         | Wk 8                        | Next block |
| Research paper                         | Report   | 2                | 4.0             | 1.0-10.0   | G                         | Wk 10                       | Next block |
| <b>Recommended or required reading</b> |  |                  |                 |  |                           |                             |            |
| Title                                  | Author   | Status           | Type            | Code   |                           |                             |            |
| Study manual, International Business   | Vennekens, E.  | Required         | Study manual    |  |                           |                             |            |
| International Business                 | Jethu-Ramsoedh, R., Hendrickx, M.  |                  | Book            | ISBN 9789-00-18-0503-6                                   |                           |                             |            |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                  |                 |  |                           |                             |            |
| <b>Excursion</b>                       |  |                  |                 |  |                           |                             |            |
| Excursion to Poland                    | Expenses   | Duration         | Date            | Description  |                           |                             |            |
|  | 250 €  | One week         | Wk 7<br>Block 2 | Getting familiar within the agriculture sector in Europe |                           |                             |            |

## Organisation IV2405

| Course information system                |  | Year of study 2017-2018   |
|--|--|---------------------------|
| Study Programme                          | International Farm Management  |                           |
| Course unit code                         | IV2405   |                           |
| Course unit title                        | Organisation   |                           |
| Location                                 | Venlo  |                           |
| Coordinator                              | Shirley Reijnst (ReSh)   |                           |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                           |
| Language of instruction                  | English  |                           |
| Credits (ECTS)                           | 6 ECTS   |                           |
| Moment of delivery                       | Year 2 Term 2  |                           |
| Prerequisites                            | Basics management, business administration   |                           |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                           |
| Content                                  | <p>In the course of this module you learn to recognise how large(r) organisations operate. By screening a business and its processes and applying relevant business models you learn to `diagnose and forecast its performance`. Especially in relation to the goals and objectives the company has set for itself.</p> <p>Based on the findings of your strategic and organizational analysis you will be able to discuss with company management if and how performance might be improved, which changes you recommend to implement and for which purpose, and advise management on how to measure and monitor the effects of any such changes.</p>  |                           |
| Learning outcomes                        | <p>Student is able to:</p> <ul style="list-style-type: none"> <li>- Make a contribution to the development and implementation of a managerial mission, vision and strategy for a socially responsible (internationally active) (agro-food) business;</li> <li>- Show thorough comprehension of the management of organizations, processes, projects and people;</li> <li>- Collaborate effectively and communicate in a multidisciplinary and intercultural environment;</li> <li>- Advise on financial aspects of the operational management of an agro or food business;</li> <li>- Optimize logistics and quality control in agro-food chains.</li> </ul> <p>Student will know:</p> <ul style="list-style-type: none"> <li>- How to identify a company`s USP`s and determine KPI`s.</li> <li>- How to convert the findings of a business analysis into suggestions for development and/or improvement and can develop a dash board to provide management with a better insight in (resolving) such difficulties.</li> <li>- How to translate management models to organizational structures.</li> </ul> |                           |
| Learning activities and teaching methods | <b>Method</b>  | <b>Study load (hours)</b> |
|  | Lectures   | 60                        |
|  | Project  | 60                        |
|  | Self study   | 40                        |
|  | Trainings (project, workshops, trainings)  | 8                         |
|  | <b>Total</b>   | <b>168</b>                |
| <b>Test matrix</b>                       |  |                           |

| Part                                   | Type of examination  | Weighting factor | Bottom grade | Rating scale           | Individual/Group work | Time of examination | Resit      |
|--|--|------------------|--------------|------------------------|-----------------------|---------------------|------------|
| Project                                | Report   | 1                | 4.0          | 1.0-10.0               | G                     | Wk 10               | Next block |
| <b>Recommended or required reading</b> |  |                  |              |                        |                       |                     |            |
| Title                                  | Author   | Status           | Type         | Code                   |                       |                     |            |
| Study manual Organisation              | Reijnst, S.  | Required         | Study manual |                        |                       |                     |            |
| Organisation and Management            | Marcus, J. en Dam, N. van  |                  | Book         | ISBN 9789-00-18-5022-7 |                       |                     |            |
| Fundamentals of Marketing              | Verhage, B.  |                  | Book         | ISBN 9789-00-18-1866-1 |                       |                     |            |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                  |              |                        |                       |                     |            |

## Living Quality IV2406

| Course information system                |   | Year of study 2017-2018   |
|--|---|---------------------------|
| Study Programme                          | International Farm Management   |                           |
| Course unit code                         | IV2406  |                           |
| Course unit title                        | Living Quality  |                           |
| Location                                 | Venlo   |                           |
| Coordinator                              | Annemarije Verspuy (VeAn)   |                           |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                           |
| Language of instruction                  | English   |                           |
| Credits (ECTS)                           | 6 ECTS  |                           |
| Moment of delivery                       | 2 Year                      Term 3  |                           |
| Prerequisites                            | Agrifood chains, Explore agrifood   |                           |
| Application deadline                     | Klik hier als u een datum wilt invoeren.  |                           |
| Content                                  | <p>The module is about quality of products and services. What do customers and consumers experience as good or bad quality, and what are the main quality systems in fresh food.</p> <p>Student will learn during the practicums and reflection on business conditions what is happening after a bad harvest – storage conditions, and what are the main influencing factors such as temperature, humidity, and how those can influence storability of the product.</p> <p>During the module student will do an audit on the quality system of a company and learn how to optimise shelf life and storability.</p>  |                           |
| Learning outcomes                        | <p>Student will be aware on the end of the module of:</p> <ul style="list-style-type: none"> <li>- How to measure quality perception,</li> <li>- Main hazards in food as fungal, bacterial and physiological deterioration, and how these may influence human/animal health,</li> <li>- Main quality systems,</li> <li>- Influences of production, harvest, and storage conditions on food and flower quality in storage.</li> </ul> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>- Interpret consumer preferences,</li> <li>- Optimize storage conditions in a practical setting,</li> <li>- Organize a quality system,</li> <li>- Do an audit at a company.</li> </ul> |                           |
| Learning activities and teaching methods | <b>Method</b>   | <b>Study load (hours)</b> |
|  | Lectures  | <b>15</b>                 |
|  | Practical   | <b>20</b>                 |
|  | Tutorials   | <b>4</b>                  |
|  | Excursion   | <b>16</b>                 |
|  | Self-study  | <b>113</b>                |
|  | <b>Total</b>  | <b>168</b>                |
| <b>Test matrix</b>                       |   |                           |

| Part                                   | Type of examination  | Weighting factor | Bottom grade | Rating scale | Individual/ Group work | Time of examination (hours) | Resit      |
|--|--|------------------|--------------|--------------|------------------------|-----------------------------|------------|
| Written exam – Living Quality          | STS  | 1                | 4.0          | 1.0-10.0     | I                      | Wk 9 (2hrs)                 | Next block |
| Practical                              | Skill  | 0                | Pass         | Fail/Pass    | I                      | Wk 8                        | Next block |
| Assignment                             | Report   | 0                | Pass         | Fail/Pass    | G                      | Wk 8                        | Next block |
| <b>Recommended or required reading</b> |  |                  |              |              |                        |                             |            |
| Title                                  | Author   | Status           | Type         | Code         |                        |                             |            |
| Study manual Living Quality            | Verspuy, A.  | Required         | Study manual |              |                        |                             |            |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |                  |              |              |                        |                             |            |

## International Farming IV2407

| Course information system                |  | Year of study 2017-2018 |                           |                     |                               |                            |                   |
|--|--|-------------------------|---------------------------|---------------------|-------------------------------|----------------------------|-------------------|
| Study Programme                          | International Farm Management  |                         |                           |                     |                               |                            |                   |
| Course unit code                         | IV2407   |                         |                           |                     |                               |                            |                   |
| Course unit title                        | International Farming  |                         |                           |                     |                               |                            |                   |
| Location                                 | Venlo  |                         |                           |                     |                               |                            |                   |
| Coordinator                              | Peter van Gastel (GPe)   |                         |                           |                     |                               |                            |                   |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                         |                           |                     |                               |                            |                   |
| Language of instruction                  | English  |                         |                           |                     |                               |                            |                   |
| Credits (ECTS)                           | 6 ECTS   |                         |                           |                     |                               |                            |                   |
| Moment of delivery                       | Year 2 Term 3  |                         |                           |                     |                               |                            |                   |
| Prerequisites                            | Marketing and sales, Explore Agrifood, Agrifood chains, Internship & Animal/Plant biology  |                         |                           |                     |                               |                            |                   |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                         |                           |                     |                               |                            |                   |
| Content                                  | <p>Student explores the international agro and food business world for the best alternative location to move to or start a second business. All relevant local conditions are taken into account to find out if this is a good choice to produce and market the product. Student makes a production and management plan. Also the financial situation is taken into account.</p> <p>In the individual research project, student applies what he has learned to a chosen product/company.</p>   |                         |                           |                     |                               |                            |                   |
| Learning outcomes                        | <p>Student knows:</p> <ul style="list-style-type: none"> <li>- The preconditions for optimal crop-and animal production;</li> <li>- The needed conditions with respect to the company for sales, purchasing, labour, licences.</li> </ul> <p>Student is able to:</p> <ul style="list-style-type: none"> <li>- Find and evaluate all relevant information needed to take the right decisions based on the crop/animal species, local success factors for the company into account as e.g. climate, soils, etc.;</li> <li>- Make a sound planning and farm plan taken into account the needed partners in the chain;</li> <li>- Make a plan and budget.</li> </ul> |                         |                           |                     |                               |                            |                   |
| Learning activities and teaching methods | <b>Method</b>  |                         | <b>Study load (hours)</b> |                     |                               |                            |                   |
|  | 1. Lectures  |                         | 10                        |                     |                               |                            |                   |
|  | 2. Individual assignment   |                         | 26                        |                     |                               |                            |                   |
|  | 3. Project meetings  |                         | 60                        |                     |                               |                            |                   |
|  | 4. Excursions  |                         | 10                        |                     |                               |                            |                   |
|  | 5. Self-study  |                         | 60                        |                     |                               |                            |                   |
|  | 6. Exam  |                         | 2                         |                     |                               |                            |                   |
| <b>Total</b>                             |  | <b>168</b>              |                           |                     |                               |                            |                   |
| <b>Test matrix</b>                       |  |                         |                           |                     |                               |                            |                   |
| <b>Part</b>                              | <b>Type of examination</b>   | <b>Weighting factor</b> | <b>Bottom grade</b>       | <b>Rating scale</b> | <b>Individual/ Group work</b> | <b>Time of examination</b> | <b>Resit</b>      |
| Written exam - Internationalisation      | STS  | 1                       | 4.0                       | 1.0-10.0            | I                             | Wk 9                       | Week 4 next block |



|  |  |               |     |             |               |        |  |
|--|--|---------------|-----|-------------|---------------|--------|--|
| Assessment about project               | Oral exam  | 1             | 4.0 | 0.0-10.0    | I             | 20 min | Week 9, next block                         |
| Training                               | Active presence  | 0             | P   | Fail/Pass   | I             | Wk 1-8 | Assignment                                 |
| Study group                            | Active presence  | 0             | P   | Fail/Pass   | I             | Wk 1-8 | Assignment                                 |
| Excursions                             | Active presence  | 0             | P   | Fail/Pass   | I             | Wk 1-8 | Self-organised excursion and report week 4 |
| <b>Recommended or required reading</b> |  |               |     |             |               |        |  |
| <b>Title</b>                           | <b>Author</b>  | <b>Status</b> |     | <b>Type</b> | <b>Code</b>   |        |  |
| Study manual                           | Gastel, P.   |               |     |             |               |        |  |
| Export Management                      | Veldman, H.  | Mandatory     |     | Book        | 9789001700324 |        |  |
|  |  |               |     |             |               |        |  |
|  |  |               |     |             |               |        |  |
| <b>Remarks</b>                         | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |     |             |               |        |  |

## High Tech IV2409

| Course information system                |   | Year of study 2017-2018   |
|--|---|---------------------------|
| Study Programme                          | IFM Module is still under construction  |                           |
| Course unit code                         | IV2409  |                           |
| Course unit title                        | High Tech   |                           |
| Location                                 | Venlo   |                           |
| Coordinator                              | Marjolein de Bruin (BrMa)   |                           |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory  |                           |
| Language of instruction                  | English   |                           |
| Credits (ECTS)                           | 6 ECTS  |                           |
| Moment of delivery                       | Year 2                      Term 4  |                           |
| Prerequisites                            | General entry requirements to Bachelor course in Agribusiness.  |                           |
| Application deadline                     | <a href="#">Klik hier als u een datum wilt invoeren.</a>  |                           |
| Content                                  | <p>In this module the student will get a clear overview of the latest development and application of high-tech technology in the agricultural sector. Students are introduced to the implementation of combinations of high-tech technologies in the sectors horticulture, arable land and animal husbandry. The presented cases are the forerunners of the sector and an example for more mainstream developments in the coming 5-10 years.</p> <p>During the lectures, Geo Information Systems and Big Data are being discussed as they provided the basic tools for high tech development. The student will be trained in ethical issues related to high-tech innovations and in assessing the applicability of a certain technology. This all will be done by lectures, guest lectures, practical and guided self-study. Students are requested to develop a portfolio.</p> |                           |
| Learning outcomes                        | <p>Insight in key high-tech developments in three agricultural sectors. After this module students gain knowledge about:</p> <ul style="list-style-type: none"> <li>- they key high-tech developments, as sensing, robotics, GIS and Big Data;</li> <li>- ethics of high-tech developments.</li> </ul> <p>After this module students are able to:</p> <ul style="list-style-type: none"> <li>- apply basic knowledge and theory of high-tech developments in the agricultural sector;</li> <li>- assessing his/her professional behaviour towards an ethical framework.</li> </ul>  |                           |
| Learning activities and teaching methods | <b>Method</b>   | <b>Study load (hours)</b> |
|  | Lectures  | <b>47</b>                 |
|  | Practical   | <b>4</b>                  |
|  | Workshops   | <b>8</b>                  |
|  | Self-study/Portfolio  | <b>88</b>                 |
|  | Oral exam   | <b>1</b>                  |
|  | Excursions  | <b>20</b>                 |
|  | <b>Total</b>  | <b>168</b>                |
| <b>Test matrix</b>                       |   |                           |

| Part                                   | Type of examination | Weighting factor | Bottom grade | Rating scale | Individual/Group work | Time of examination (hours) | Resit      |
|--|---------------------|------------------|--------------|--------------|-----------------------|-----------------------------|------------|
| Oral exam                              | Oral exam           | 1                | 5.5          | 0.0-10.0     | I                     | Wk 8 (2hrs)                 | Next block |
| Proto typing                           | Review form         | 1                | 5.5          | 0.0-10.0     | I                     | Wk 9                        | Next block |
| Excursions, workshops, lectures        | Active presence     | 0                | P            | Fail/Pass    | I                     | Wk 1-10                     | Next block |
| <b>Recommended or required reading</b> |                     |                  |              |              |                       |                             |            |
| <b>Title</b>                           | <b>Author</b>       | <b>Status</b>    | <b>Type</b>  | <b>Code</b>  |                       |                             |            |
| Industrial design                      |                     |                  |              |              |                       |                             |            |

## Export Management IV2410

| Course information system                |  | Year of study 2017-2018 |                           |                     |                               |                                    |              |
|--|--|-------------------------|---------------------------|---------------------|-------------------------------|------------------------------------|--------------|
| Study Programme                          | International Farm Management  |                         |                           |                     |                               |                                    |              |
| Course unit code                         | IV2410   |                         |                           |                     |                               |                                    |              |
| Course unit title                        | Export Management  |                         |                           |                     |                               |                                    |              |
| Location                                 | Venlo  |                         |                           |                     |                               |                                    |              |
| Coordinator                              | Mirko Klein (KIMi)   |                         |                           |                     |                               |                                    |              |
| Type of course unit                      | <input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Not mandatory   |                         |                           |                     |                               |                                    |              |
| Language of instruction                  | English  |                         |                           |                     |                               |                                    |              |
| Credits (ECTS)                           | 6 ECTS   |                         |                           |                     |                               |                                    |              |
| Moment of delivery                       | Year 2   |                         | Term 4                    |                     |                               |                                    |              |
| Prerequisites                            |  |                         |                           |                     |                               |                                    |              |
| Application deadline                     | Klik hier als u een datum wilt invoeren.   |                         |                           |                     |                               |                                    |              |
| Content                                  | <p>During the module student will gain knowledge in internationally oriented business, and be able to understand the opportunities and risks of international trade. Gained knowledge and skills will master the challenges of export activities.</p> <p>This module will provide student with an overview of current development of international trade, main influencing factors at a company's competitiveness on international level, and develop a blueprint for a structural export approach.</p>  |                         |                           |                     |                               |                                    |              |
| Learning outcomes                        | <p>At the end of the module students will:</p> <ul style="list-style-type: none"> <li>- Understand which criteria must be met as a basis for export management, can acquire corresponding data and assess the data strategically,</li> <li>- Know how to include the assessed data into a proper decision-making for a destination (country/region/segment) in export management,</li> <li>- Know how to incorporate the data into a strategic and structured export management plan, which includes logistics (the physical movement, time schedule), marketing (geographic decisions, target group, strategic partners, marketing mix) and a risk-considering financial and legal framework of the export activity.</li> </ul> |                         |                           |                     |                               |                                    |              |
| Learning activities and teaching methods | <b>Method</b>  |                         | <b>Study load (hours)</b> |                     |                               |                                    |              |
|  | Lectures (included guest lectures)   |                         | 16                        |                     |                               |                                    |              |
|  | Project meetings   |                         | 16                        |                     |                               |                                    |              |
|  | Presentation   |                         | 6                         |                     |                               |                                    |              |
|  | Self-study & development of Export Management plan   |                         | 130                       |                     |                               |                                    |              |
| <b>Total</b>                             |  | <b>168</b>              |                           |                     |                               |                                    |              |
| <b>Test matrix</b>                       |  |                         |                           |                     |                               |                                    |              |
| <b>Part</b>                              | <b>Type of examination</b>   | <b>Weighting factor</b> | <b>Bottom grade</b>       | <b>Rating scale</b> | <b>Individual/ Group work</b> | <b>Time of examination (hours)</b> | <b>Resit</b> |

|  |  |               |             |                    |   |         |                  |
|--|--|---------------|-------------|--------------------|---|---------|------------------|
| Final report                               | Project  | 1             | 4.0         | 1.0-10.0           | I | Week 10 | Block 1<br>Wk 10 |
| Presentation                               | Assignment   | 1             | 4.0         | 1.0-10.0           | I | Week 10 | Block 1<br>Wk 10 |
| <b>Recommended or required reading</b>     |  |               |             |                    |   |         |                  |
| <b>Title</b>                               | <b>Author</b>  | <b>Status</b> | <b>Type</b> | <b>Code</b>        |   |         |                  |
| Export management – A European perspective | Veldman, H.  | 1st edition   | Book        | ISBN 9789001700324 |   |         |                  |
| Marketing Across Cultures                  | Usunier, J.-C.   | 6th edition   | Book        | ISBN 9780273757733 |   |         |                  |
| Understanding Michael Porter               | Margretta, J.  |               | Book        | ISBN 8601420846821 |   |         |                  |
| Marketing Plan Handbook                    | Wood, M.   | 5th edition   | Book        |                    |   |         |                  |
| <b>Remarks</b>                             | <p>*Fail/Pass in skill training. Pass: Student has to be prepared, present, and show the desired skills at a junior level at the end of the training</p> <p>** All other documents will be published on Blackboard</p> <p>Required literature will be introduced among the topics addressed to the module at the beginning of the block.</p> |               |             |                    |   |         |                  |