

ACADEMIC GUIDE EUROPEAN STUDIES EXCHANGE

European Studies for Guest Students 21-22



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THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

European Studies for Guest Students 21-22

ACADEMIC GUIDE EUROPEAN STUDIES EXCHANGE

Department

Global Office, Faculty of Management & Organisation

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Mission Statement

The programme of European Studies (ES) is firmly committed to maintaining and developing the international character of its educational programmes. It seeks to broaden academic and vocational links with institutions and organisations both within Europe and beyond through diverse activities such as student and staff exchanges, curriculum development, and participation in other educational initiatives. Having an international dimension at the centre of policy objectives, a learning environment that increases and enriches the opportunities available to both students and staff of The Hague University of Applied Sciences (THUAS) and those of our partner institutions and organisations has been created.

ES is an interdisciplinary and international Bachelor of Arts degree programme taught in English with the mission to provide students with the broadest professional, academic and personal experience of the world during their time with us in order to **empower European professionals to proactively resolve global challenge**.

Disclaimer

The information contained in this guide was, to the best of our knowledge, true and accurate at the time of publication and is solely for information purposes. Changes to its contents may take place at any time and without prior notice due to changing circumstances. The programme European Studies of THUAS accepts no liability for any loss or damage, regardless of how it has arisen, as a result of use or reliance on this guide or on the information in it or in respect of information accessed via any links from the Web pages.

Please note: due to the developing Covid-19 situation, we are not yet certain of the form in which our faculty will offer education in the first semester. We hope to have on-campus educational activities at least once a week starting in September 2021 and we will continue to observe official national guidelines in this regard.

Foreword

At the Faculty of Management and Organisation (M&O), we pride ourselves on our international atmosphere. Within our undergraduate programmes, which includes European Studies, we have many foreign students who come to spend their entire study period with us. Add to this the 250 students who come and complete either a one-year or one-semester exchange programme, and at any given time some 35 nationalities can be found within our corridors. These exchange students form an essential part of our institute, and we refer to them as 'guest students'.

To reflect this multinational reality, our academic programme offers many courses with an international perspective; moreover, we have also taken particular care to provide language courses at various levels to ensure that students can take languages at their level and further enhance their skills. We believe this is vital in helping you become global citizens that can meet the challenges of modern society, thereby increasing both your employability and social awareness. These are important considerations in our institution and values that we are happy to share with you.

This guide aims to outline the study programme and facilities available for our guest students. The information provided is general and brief, since more detailed module outlines are available upon request. The classes in Introduction to Dutch Culture & Society are obligatory for all students from abroad, because we think it is important that students learn something about their host country and this knowledge will enrich their experience here.

In these times of uncertainty, we have tried to provide you with as much clarity and perspective as possible. We hope that all our guest students who are able to travel to the Netherlands enjoy their stay, and that they will thrive from the challenges and opportunities we have to offer them. We will certainly do everything possible to make your stay with us as rewarding as possible and look forward to having you here.

Martijn Verheus
Director Faculty Management and Organisation
March 2021

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1. The Dutch Educational System & The Hague University of Applied Sciences



Introduction

The vast majority of higher education institutions in the Netherlands are state-funded and fall into two categories. There are around 20 traditional 'research' universities, and over 100 Universities of Applied Sciences (*Hogeschole*), which emphasise a more vocational approach.

These vocational universities adopt a practical approach and explicitly set out to train students for specific jobs or a range of jobs at an academic level. There are strong links between these universities and the professional field. A five/six-

month traineeship is a compulsory part of the programme. Most study programmes at universities of applied sciences are four-year bachelor degree programmes, whereas bachelor degree programmes at the traditional universities usually take three years. In both cases, graduates are awarded a bachelor degree.

The Hague University of Applied Sciences (THUAS) is a university with a vocational approach. European Studies (ES) is a multi-disciplinary and internationally orientated educational programme that aims to provide its students with qualifications that enable them to start a wide range of jobs with international aspects.

Internal Organisation of ES

THUAS comprises seven faculties, each with between 1000-5000 students. The European Studies programme is part of the Faculty Management and Organisation. The faculty has approximately 5000 students and around 260 staff members. A director manages the overall operation of the faculty. Programme managers and programme co-ordinators run the degree programmes offered by the faculty. The programme director and programme co-ordinators form the management of each of the programmes.

With over 100 exchange partners worldwide, ES has compiled a team of dedicated and enthusiastic people to run its international affairs. We have a core organisational team and several so-called 'Country Tutors' who help our guest students settle into life in The Netherlands. THUAS also has a central International Office who receive application forms from potential guest students and help with visas, residency and accommodation matters; more information on International Office can be found on the [website of THUAS](#).

2. Meet the Team of European Studies

2.1 The Global Office 2021-2022

Name	Tasks
Janine van Loggerenberg <i>Mobility Co-ordinator (Inbound)</i> Tel: +31 61 853 87 80 Email: MO-GlobalOffice@hhs.nl	<ul style="list-style-type: none"> • general responsibility for international development and administration • all general academic and social matters concerning guest students
Thomas Lodder <i>Mobility Officer (Inbound)</i> Email : MO-GlobalOffice@hhs.nl	<ul style="list-style-type: none"> • responsible for administrative matters of guest students
Refiya Scheltinga <i>Co-ordinator of Internationalisation</i> Tel: +31 6 39 07 23 17 Email: R.Scheltinga@hhs.nl	<ul style="list-style-type: none"> • responsible for internationalisation policy of the programme • Staff exchange
Emma Driesum - Cantarelli <i>Mobility Co-ordinator (Outbound)</i> Email: E.L.M.vandriesum@hhs.nl	<ul style="list-style-type: none"> • responsible for informing, selecting and placing of ES students abroad on exchange
Kiki Julizar <i>Mobility Officer (Outbound)</i> Email : MO-GlobalOffice@hhs.nl	<ul style="list-style-type: none"> • responsible for administrative matters for outgoing students
Juraj Trouw <i>Global Office Coordinator</i> Email: MO-GlobalOffice@hhs.nl	<ul style="list-style-type: none"> • general responsibility for faculty-wide internationalisation processes and administration

2.2 Country Tutors & Signing Documents

Our Country Tutors are responsible for day-to-day contact with partner institutions, contacts of guest students, signing of documentation, and academic & social support. They are mandated to sign official Erasmus+ documentation, such as Learning Agreements, for guest students before, during and after their mobility. They are also responsible for signing other documents from non-EU students. Their contact details can be found below:

Country Tutor	Email address	+ 31	Countries
Ms. M. Anghel	M.Anghel@hhs.nl	06 14328095	Bulgaria & Romania
Mr. R. Barroso Vloedgraven	R.Barroso@hhs.nl	06 39080938	Spain, Argentina, Chile, Ecuador & Mexico
Ms. A. Diaz Santana	A.Diaz@hhs.nl	06 39080943	Spain (Granada & Madrid)
Ms. A. Grebner	A.Grebner@hhs.nl	06 39072284	Russia, Georgia, Bosnia & Herzegovina, Tunisia
Mr. B. Groenemans	B.J.Groenemans@hhs.nl	06 39082113	France
Ms. I. Düsterhöft	r.kleiwegdezzaan@hhs.nl (semester 1) i.k.dusterhoft@hhs.nl (semester 2)	06 39080913	USA (incl. USAC) & Canada
Ms. Y. Overdevest	Y.Overdevest@hhs.nl	06 39082151	Belgium (Flanders), Cyprus & Malta
Ms. M. Pau	M.P.Pau@hhs.nl	06 39072285	UK & Ireland
Ms. R. Scheltinga	R.Scheltinga@hhs.nl	06 41022641	UK Derby (Year-long exchange)
Ms. N. Schwan	N.H.H.M.Schwan@hhs.nl	06 39082191	Estonia, Latvia & Lithuania
Ms. I. Rijn-Theron	I.C.Theron@hhs.nl	06 39080844	France & Belgium (Wallonia)
Mr. P. Treanor	P.A.Treanor@hhs.nl	06 39077906	Denmark, Finland, Iceland, Norway & Sweden
Mr. L. Tunderman	L.G.M.Tunderman@hhs.nl	06 14328818	Austria, Germany
Ms. N. van Campenhout	N.vanCampenhout@hhs.nl	06 39080577	Australia, China, Hong Kong, Japan, Korea, Taiwan & Thailand
Ms. E. van Driesum	E.L.M.vanDriesum@hhs.nl	06 39072320	Italy

Mr. M. van Munster	M.vanMunster@hhs.nl	06 39080525	Portugal, South Africa & Brazil
Ms. E. Vilanova Escrig	e.vilanovaescrig@hhs.nl	06 39082185	Czech Republic, Hungary, Poland & Slovakia
Ms. U. Yugruk-Planken	U.Yugruk-Planken@hhs.nl	06 39078288	Albania, Greece & Turkey



3. Facilities

3.1 Desks and Questions

There are several desks you can contact for various topics and issues.

The Faculty **Management & Organisation Front Office** can redirect you to the right person or department within the faculty. They are a good **starting point**.

Telephone +31 70 445 86 00
E-mail mo-frontoffice@hhs.nl
Location: OV2.41

For any questions about housing, your **general application, residence permits** and visas, health insurance, registering at the municipality, you can visit the **International Office**.

Telephone: +31 70 445 8505
E-mail: exchange@hhs.nl
Location: OV1.02

Specially for guest students, there is also the **Global Office**, they can answer any questions related to your **academic** programme, timetables, courses, etc.

E-mail: MO-GlobalOffice@hhs.nl
Location: To be determined

For **exam** related questions, there is the Exam Office. They can help you with the ins and outs.

Telephone: +31 6 1432 8057
E-mail: MO-examoffice@hhs.nl
Location: OV2.70

For **IT-related** questions and issues, contact the general **Front Office FZ IT** of THUAS.

Telephone: +31 70 445 7777
E-mail: Frontoffice@hhs.nl
Location: OV1.67

3.2 Computer Facilities

Besides general study zones for students, there are several rooms equipped with computers for classes and student use. These are all located on the third floor of the main campus building (*Ovaal*).

- Room OV 3.39
- Room OV 3.41
- Room OV 3.43
- Room OV 3.73
- Room OV 2.81
- Room OV 2.83
- Room OV 3.67
- Room OV 5.01
- Room OV 5.37
- Room OV 5.83

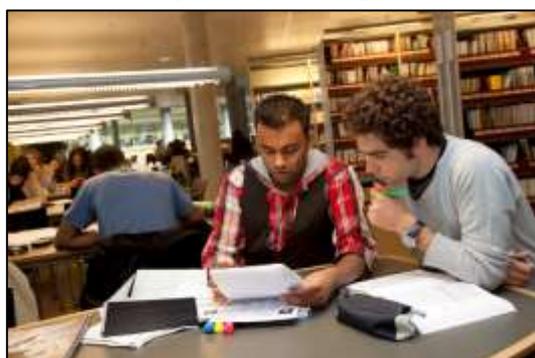
Outside of class times, these computer rooms may be used by ES students for homework assignments. For this purpose, computers must be booked through the helpdesk and the opening hours of the rooms are clearly indicated on the door of each room.

Everyone using the computer rooms must abide by the following rules:

- No eating or drinking in the computer rooms.
- Printing is not free. You need to pay for it using the so-called Campus Card which you will load/charge with credit. Students get a Campus Card from the [International Office](#) upon arrival.
- Everyone who has worked in a computer rooms must log off correctly and switch off the computer before leaving the room.
- Additional hygiene measures have been implemented, according to the National Institute for Public Health (RIVM) guidelines*. Kindly disinfect your hands when entering the building and follow the campus-wide regulations. Cleaning supplies will be available where needed.
- Guest students will receive their username, password and university e-mail address once they register in Osiris (our online platform). These will give you access to all public computers (including free Wi-Fi internet access to your devices) on the premises.

* *These guidelines are subject to change.*

3.3 Library and Study Plaza



The library has an extensive collection of books, nearly 900 magazines, Dutch and foreign newspapers and a vast collection of graduation essays. It is open to students registered at THUAS and to members of staff. Presently, the library only has 112 workplaces available. In view of Corona regulations workplaces can only be used after reservation. To use a work place you need to make a reservation in advance. You have to show the confirmation of your reservation at the library desk at the entrance of the library.

The Library is located on the first floor (entrance/exit, self-service unit for borrowing and returning items, Study Plaza and ground floor (books, periodicals). Most library services are free of charge.

Opening hours Library:

Monday to Sunday from 9 am – 6 pm*

Opening hours Study Plaza:

Monday to Sunday from 9 am – 6 pm*

During the holiday periods & curfew, opening hours may be different.

**Until further notice*

Most of the books, graduation essays and videotapes are available for borrowing. Magazines are not, but there are facilities for copying magazine articles. There is a limit to the number of items that can be borrowed simultaneously.

There is a [digital library](#) (for the most part accessible any time, from any computer, once you are logged in as a student) which includes (international) databases, e-journals, standards database, E-books, THUAS theses and publications in digital form, information about copyright regulations and tools available for managing references. For more information about borrowing library items, the library catalogue, workshop/training courses available for students, facilities and house rules, please consult [this link](#). If you have any questions, you can visit the library, ask a staff member or contact the library via email: bibliotheek@hhs.nl.

3.4 Student Counselling & Supervision

The European Studies programme has [a counselling system](#) to help students to face problems that may affect their study results. Our guest students are encouraged to speak to their Country Tutor (see above) and/or the Mobility Co-ordinator in order to resolve issues.

THUAS has a central student counsellor, who is independent of the ES programme. The student counsellor advises students on all kinds of matters ranging from study grants and housing to other study programmes inside and outside THUAS. They can also help students with any appeals against decisions judged to be unfair or incorrect. The central student counsellor may also be approached when students have more personal problems affecting their studies. However, they can also choose to go to their Country Tutor or Mobility Co-ordinator. They are there to listen to students and help them as best they can.

Any conversations with the central student counsellor or the faculty staff are strictly confidential. Students may be referred to as expert agencies outside the university.

THUAS also has [a student psychologist](#). Students are confronted with a diverse range of problems: from losing the motivation to continue their studies or suffering from fear of failure to very serious situations such as psychiatric disorders. The psychologist can then provide short term care and these conversations are also strictly confidential

3.5 Campus Card

An electronic purse system has been introduced at THUAS to buy items like food and drinks at the canteen and make copies on the copy machines. It is not possible to pay in cash inside the university. THUAS supplies exchange students with a so-called Campus Card during the orientation period. You will receive instructions from the International Office on how to collect your card. To load credit on this card, you will need to have a PayPal account or a Dutch bank account (with a Dutch bank account you can charge your card using Ideal or the THUAS building machines). It is not possible to charge the Campus Card with foreign bank cards, so make sure you get a credit card or PayPal account online so you can use it upon arrival at THUAS. Alternatively, food and drinks can be bought at THUAS with a Dutch bank card, which you will receive upon opening a Dutch bank account.



3.6 Canteen

Food and beverages may be obtained from the main restaurant, from the Light House cafe and vending machines. In all cases, payment is through chip cards. The central food court has the largest selection of items, also serving vegetarian and halal products. It is open during term from 8 am to 8 pm (5 pm on Fridays). During the holiday periods, the opening hours may vary. Moreover, the university has microwaves that can be used for heating food, multiple coffee corners on various floors, and a “West 75” restaurant. Please note that students can only pay by Campus Card or a Dutch (European) Maestro bank card. The university does not accept cash or credit cards.

There is also a small grocery store outside the main building called “Albert Heijn To Go”*, which sells a selection of meals and snacks and drinks. There are also various vending machines with drinks and snacks on multiple floors of the university.

* At the time of publication, AH To Go was closed until further notice.

3.7 Medical Care

In case of illness, students must contact a General Practitioner before doing anything else. There are numerous General Practitioners around the university and in the areas of student housing. More information will be provided by our International Office upon arrival.

Information on campus security, printing/scanning/copying, storing bicycles and unique assistance and so on will be provided upon the student’s arrival and during the introduction week.

4. Student Activities

Besides the academic and support staff, ES also has several student-run bodies that help in the faculty's organisation and activities. Their purpose is to organise extra-curricular activities and to help promote the international atmosphere within the campus. These student bodies also participate in 'academic conversation' with the management to ensure that student voices are heard. The bodies include:



4.1 ESCAPE

ESCAPE is the only student organisation at ES and is tasked with organising student activities. Its most important aim is to stimulate friendship and understanding between its members. It also aims to establish good relationships with other student bodies within THUAS. ESCAPE tries to reach these aims by arranging all kinds of social, academic and cultural events.

Every semester, a number of exchange students will be recruited to join this organisation as it is also in charge of organising a number of social events for both exchange and home students, to bring them closer and to facilitate a better integration of exchange students in the Netherlands, and mostly, making the exchange experience an enjoyable one!

4.2 ES Student Council

[The student council](#) consists of an executive committee that regularly meets with student representatives on the one hand and with the Management Team on the other. Some of the board members also have a seat in the faculty committee. The council is there to listen to students' complaints about matters relating to ES and contribute to improving the situation for students. One or two members of the student council take part in the Educational Committee.

4.3 Campus Life & Sports at THUAS*

THUAS organises numerous sporting activities, such as volleyball, football/soccer, basketball, badminton, yoga, Pilates, Zumba, boxing, capoeira, body shape etc. and students pay a small contribution to participate. The THUAS gym is accessible to students with a sport and fitness card, which can be purchased for a reduced amount for a semester or an entire academic year. For further information, please consult their [webpage](#).

The main campus is also home to various sports clubs (rowing, korfbal, lacrosse, rugby, tennis, football, volleyball, hockey, basketball, athletics etc.) and organises events and parties for international students from time to time. More information is available via email at campus@hhs.nl.

* Please note: as with much of the information provided in the Guide, this is the situation under normal circumstances. Due to the national measures in place to control the spread of the corona pandemic, most sporting and social activities had been suspended at the time of publication of this Guide.

5. Information on the Academic Programme

The regular European Studies programme awards a Bachelor's degree. The programme is offered in two formats – a 4-year programme and a more intensive 3-year programme. European Studies is taught entirely in English. This chapter will deal with the information, [rules and regulations](#) of being part of the exchange programme.

5.1 Attendance

In some modules, the final result is partly dependent on a student's active contribution during classes. In such cases of compulsory attendance (at least ten out of twelve or a comparable number of classes to allow for unforeseen illness or absence), this is clearly stated on the Blackboard pages of the course/s in question. If a student fails to attend the minimum number of times, they will not be awarded any credits for the module.

Students are expected to be on time for classes and if a student comes to class late, the lecturer concerned may refuse their entry.

5.2 Source Referencing & Handing in Papers

During your studies at THUAS, you are expected to use the American Psychological Association (APA). These rules, known as APA style, are laid down in a [student manual](#), which is published on the student portal. All essays and assignments should have in-text references and a separate reference list. An essay and/or assignment without correct referencing will not be marked and referred to the [ESCOM Exam Board](#).

Most teachers will require you to submit your paper through URKUND. You can find this programme inside the Blackboard course linked to the module. Hard copies may be requested by the lecturers in question.

5.3 How Students contact Lecturers

If students wish to contact staff outside class hours or want to hand in an essay or paper, there are the following rules:

- Handing in essays is usually through URKUND, via email/"Blackboard" or in hard copy to the lecturer.
- Staff have specific office hours reserved to consult with students. During term, students can go and see staff then or contact staff via MS Teams. In weeks in which there is no teaching, they can make appointments directly with the lecturer they wish to speak to, via e-mail or MS Teams.
- Members of staff can be asked short questions through e-mail and MS Teams. Students can generally expect to get an answer to e-mail questions within three working days.

5.4 How Staff contact Students

If ES or a member of staff wishes to contact a student, the following methods are used:

- Through e-mail. All ES students have their e-mail address. The Digital Learning environment "Blackboard" is also commonly used, as is MS Teams.
- Through study announcements published on the university portal (<http://intranet.hhs.nl/>).
- If necessary, for confidentiality reasons, ES will try to contact a student through other methods, for instance, by phone or by post. For that reason, ES must have up-to-date information about a student's address and phone number. Should any changes occur in the academic year, please tell the International Office (internationaloffice@hhs.nl), located at OV1.02.

5.5 Timetables

There are four terms, and the timetables will differ from term to term. Students will be supplied with a timetable at the beginning of each term.



Class Hours:

1. 8h45 – 9h30
2. 9h30 – 10h15
3. 10h30 – 11h15
4. 11h15 – 12h
5. 12h15 – 13h
6. 13h – 13h45
7. 13h45 – 14h30
8. 14h45 – 15h30
9. 15h30 – 16h15
10. 16h30 – 17h15
11. 17h15 – 18h

In weeks with less than five working days, the timetable is adjusted to arrange as many classes as possible.

5.6 Year Calendar 2021-2022

The academic year is divided into two semesters. Each semester is divided into two terms of nine-ten weeks. There are six-seven weeks of lectures and students sit examinations at the end of each term. Resits from the previous term take place after the consecutive term, except for term 4 where some of the resits are offered in August. The **first semester** runs from **23 August 2021 until late January/early February 2022**. Lessons start in the first week and will take place from Monday to Friday.

The **provisional** list of important dates for the academic year 21-22 is as follows:

23 Aug	Start Mandatory Introduction Period Semester 1
30 Aug	First day of regular classes sem1
18 Oct – 24 Oct	Autumn Break
25 Oct- 29 Oct	Exams term 1
20 Dec – 24 Dec	Exams sem 1 first-year
27-Dec – 9 Jan	Christmas Break
10 Jan - 14 Jan	Re-sit exams term 1
17 Jan – 21 Jan	Exams term 2
31 Jan	Start Mandatory Introduction Period Semester 2
7 Feb	First day of regular classes sem2
28 Feb – 4 Mar	Re-sit exams term 2
28 Feb - 6 Mar	Spring Break
11 Apr – 14 Apr	Exams term 3
15 April	Good Friday
18 April	Easter Monday
27 Apr	King's Day
2 May – 4 May	May Break
5 May	Liberation Day
16 May – 20 May	Re-sit exams term 3 (in the evenings)
26 May	Ascension Day
30 May – 3 June	Exams term 4 – first-year
6 June	Whit Monday

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20 June - 1 July	Exams term 4 & selected re-sit exams term 4
18 July	Summer Break
(22 Aug - 26 Aug	Re-sit exams term 4)

**This calendar is subject to change. No rights may be derived from this information.*

From the calendar above, the exact semester dates will be determined. Both the 1st and 2nd semesters are opened a week before classes start for the introduction of guest students. **Please note:** students should be in The Hague one week before classes start if they are safely able to travel. We have taken measures to ensure the safety of our students and the introduction week will take place in an amended form.

5.7 Changes to the Academic Calendar

Please note: when planning holidays, students must stick to the official holiday periods. **ES occasionally needs to change dates and schedule exams or lectures on dates originally planned as free days.** Students can be assured that no changes will be made to the official holiday periods.

5.8 Exam Dates

At the start of the academic year the academic calendar is published so that students can plan ahead and know which weeks their exams will take place. They can count on exams taking place in the exam periods in which they have been scheduled, but exams may be moved to other days and times. A final exam timetable is only available shortly before the exam period due to the multiplicity of exams. When this happens, it is to accommodate specific groups of students for whom the original schedule poses serious problems. Students will be informed of any changes through Osiris during the semester.

5.9 Exam Information

Students are usually required to be present for their written exams. Exams will not be sent abroad for students to complete at their home institution. Should students wish to take resit exams, they will also need to be present in person for such.

Some provision has been made for digital examinations administered remotely (online, via the internet). In such a case, students must have access to a device, a mobile telephone, any specified software required to sit the examination, and an internet connection. Further information can be found in the Test Regulations 2021-2022.

ID card

Always take a valid ID with you to the exam sessions. You will be asked to show your ID before entering the exam room (either digitally or physically). Without your ID, you are not allowed to sit any exams! If you are an exchange student from outside the EU, Norway, Switzerland, Liechtenstein or Iceland, please have your Dutch residence permit ready before the exam starts.

Attendance at On-Campus Examination

If examinations take place on-campus, you must be in the exam room at least 15 minutes before the start of the exam in order for your identity to be verified. You will also need to sign an attendance list at the start and the end of the exam.

Online proctoring

Since our previous academic year, online examinations have become a necessity. Online proctoring is an essential part of online exams and you will be informed beforehand how you must set up your computer in order to take exams online if this is applicable to you. For further information on online exams, please consult [Examination Rules for Online Exams](#).

Exams are organised by our Exam Office (mo-examoffice@hhs.nl).

5.10 Assessment Information

Assessment may take the form of assignments, presentations, essays and/or exams and some courses will include a combination of different sorts of assessment. At ES, it is also customary to use multiple choice exams. Students who need special arrangements for exams and have such at their home university, are required to inform their country tutor. They will then refer the student to the responsible office in the university.

Students may only register and/or take one resit of any given exam per year. The maximum number of times a student can sit a particular exam is twice per academic year. If students register for exams/resits but do not show up to take them, this is officially counted as one of the two chances per academic year.

Grades are from 1 to 10, a grade of 5.5 or higher is a pass. Depending on the student's academic system, grades will be transferred to either numerical or letter grades. Another useful resource is [Nuffic on the Dutch education system](#). Further information can be obtained from the home institutions of students.

5.11 Number of Modules & Credit Points

Nearly all our modules carry a study load of approximately 84 hours or more. This includes preparation for classes, attending classes, self-study, sitting the exam or writing a paper.

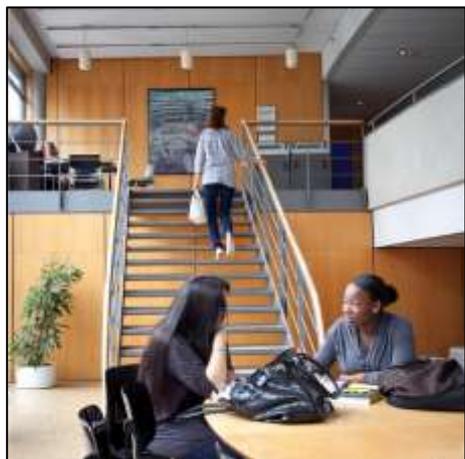
The subjects listed below have various ECTS (European Credit Transfer System) weights. We consider a full semester programme to be from 27 to 30 ECTS points. '**Introduction to Dutch Culture and Society**' is a **compulsory module**. Students who stay a whole year only have to follow this subject in the first semester. The **minimum** number of credits for an exchange at ES is **20 ECTS**, and the **maximum** number is **40 ECTS** per semester.

Most courses have around 10-12 contact hours and while group work may also be an unusual practice for students, many agree that this provides an excellent opportunity to work with other students.

Class size may vary quite a bit from smaller seminar-sized groups to large lecture audiences. Most modules run for 6/7 weeks with 1 or 2 classes per week. Some modules run for the whole semester, and if you start a module in term 1/3 you are expected to complete it in term 2/4. Missing classes can become hazardous to your grades, since for most modules, missing a week is equal to 1/6 of a module.

Please note: classes have restrictions on student numbers and registration is therefore vital; if you fail to register, you will lose your place in the course.

It is possible that you may be unable to follow one or more of your chosen subjects for reasons such as timetable-clashes, limited class sizes, a subject not being offered due to insufficient demand, etc.



5.12 Course Material

European Studies publishes module books and readers for most subjects via the 'Blackboard' electronic learning environment. Details on required textbooks and materials will be made available to students upon arrival.

Many modules have a required textbook. Textbooks can be expensive, and there are minimal numbers of copies in the library (there is always a copy to be consulted and which cannot be lent out). It is sometimes possible to buy a second hand copy of the textbook from a student who has already taken the module. Ultimately, you may have to buy the brand new textbook. This being the case, you should order the book as soon as you know your subject choice, particularly for subjects

offered in the first half of the semester. We advise students not to buy books before confirming their course choice during the introduction week.

5.13 Pre-registering for Courses

Students will make a **preliminary registration (pre-registration)** online through the *Osiris* tool. After enrolment at THUAS, students will receive a link inviting them to pre-register for courses. During the introduction period, they will need to **confirm their registration** for those courses after the publication of the timetable, at which point their course choice becomes final. It is important to note that courses have limited numbers and students should be prepared to register for alternative courses should a course be full at the moment of their registration and/or should their courses conflict in the timetable. Students must register preliminarily via *Osiris* to reserve a spot in a course.

6. The Academic Programme

Below you will find a list of the courses within the exchange programme on bachelor level for the academic year 2021-2022. Courses are offered in English and usually take place on campus. The courses are all optional unless indicated as 'compulsory'.

6.1 Course Overview 2021-2022

Year	Subject	Assessment	Offered in term (s)		ECTS credits
			Sem 1	Sem 2	
Compulsory Course					
n/a	Introduction to Dutch Culture & Society	Assignments & Guest lecturers	2	4	2
Business Management					
3	Artful Business Creations	Presentation (80%), reports (20%), attendance & bootcamp	1	-	15
3	Corporate Governance	Essay	-	3	5
4	European Business & Economic Competitiveness	Online MPC and written exam	-	3	5
4	Export Calculations	Exam (open questions with calculations). Portfolio	-	4	5
1	Foundations of Marketing	Exam (multiple choice questions) (80%) and in class assignment (20%)	-	3&4	5
3	International Marketing	Exam (open questions and case study) (65%) Individual portfolio (35%)	-	4	5
2	Introduction to Export Management	Exam (open questions and case study)	1&2	3&4	6
1	Management of Organisations in Europe	Exam (multiple choice questions)	-	3	2
3	Marketing Planning & Strategic Management	Assignment (20%) Exam (open questions) (80%)	1&2	3&4	5 (sem. 1) 6 (sem. 2)
2	Multicultural Consumer Behaviour	Assignment (20%) Exam (open questions) (80%)	1	3	5
4	Social Entrepreneurship and Innovation in a Global Perspective	Individual (30%) Group assignments (70%)	1&2	3&4	15

2	Strategic Export Marketing Plan Entry Requirement: registration for Introduction to Export Management	Export plan	1&2	4	4 (sem. 1) 3 (sem. 2)
2	Strategic Planning in the Private and Public Sectors	Strategic plan (essay)	1	-	2
1	The Business Dimension of Europe	Exam (multiple choice questions) (65%) Case study (report) (35%)	2	-	3
Cultural & Social Studies					
3	American Studies	Written exam (open questions) (100%)	2	4	5
3	Art & Globalisation	Essay & in-class assignments	2	4	5
3	Cultural Theory & Popular Culture	Essay	1	3	5
1	Intercultural Communication	Evaluation will be based on a portfolio (possibly also an exam).	1	-	-
3	Issues in 21 st -Century European Society	Video (in groups, create a video addressing an important 21 st century issue).	1	3	3
3	Personal Leadership & Core Principles of European Integration	Portfolio (50%) Presentation (50%)	-	3	5
4	Philosophy, Art and Culture: Aesthetics	Portfolio	-	4	5
4	Philosophy, Art and Culture: Art History Entry Requirement: registration for Philosophy of Art	Portfolio	-	3	7
4	Philosophy, Art and Culture: Philosophy of Art Entry Requirement: registered for Art History	Portfolio	-	3	3
4	Religion in a Globalised World	Open question exam	1	3	5
4	Sex and Business	Portfolio: Pass /Fail Condom Company presentation: 100%	2	-	5
4	Sex and Culture	Portfolio: Pass/Fail Portfolio consists of assignments for the seminars YouTube movie (or another channel): 100%	1	-	5
4	Sex and Society	Portfolio group/individual assignment (Pass /Fail): Design a board game to be presented during the workshop of week 6 Essay 2500 words: 100%	1	-	5
3	Society and Culture in the English Speaking World: Australasia and Africa	Portfolio Grade 50% Exam Grade 50%	-	4	5
3	Society and Culture in the English Speaking World: Great Britain & Ireland	Portfolio Grade 50% Exam Grade 50%	-	3	5
3	Society and Culture in the English Speaking World: The Americas	Portfolio Grade 50% Exam Grade 50%	-	3	5
3	The History of Europe through Music	Part A presentation and paper, 60% Part B written exam, 40%	-	3&4	5
3	Women & Society	Essays/report and presentation	-	3&4	5

Law, Politics and Administration

4	Business Lobbying	Compulsory attendance / Make up assignment (P/F) Presentation (30%) Portfolio (70%)	1&2	-	7
3	Contemporary European Politics	Essay (2500 words)	1&2	4	5
3	Digital Writing	<ol style="list-style-type: none"> 1. Assignment A: Analysis of organisational websites (25%) 2. Assignment B: An Original Strategy & Basic Style Guide(25%) 3. Assignment C: Online Press Release and News Story(25%) 4. Assignment D: A Blog Article & Social Media Content(25%) 	1	4	4
2	Decision Making in the EU	Preparatory assignments (60 %) Performance during simulation game (40%)	1&2	3&4	5
4	Eastern European Politics I	Oral Exam	1	-	8
4	Eastern European Politics II	Written portfolio and presentation	2	-	7
2	European Public Policy	One group written assignment in the seminars and a written exam with open questions	1&2	-	5
3	Global Development Issues	Written exam (open questions and multiple-choice)	2	4	5
1	IGOs and INGOs – World Citizenry at Work	<ul style="list-style-type: none"> • Multiple choice exam, end of term 3 covering material from block 1: 40% of final mark (exam duration: 90 minutes) • Open question exam, end of term 4 covering material from block 2: 60% of final mark (exam duration: 90 minutes) 	-	3&4	5
1	Institutions of the EU	Multiple Choice test	-	3	2
4	International Human Rights Law	Written exam	1&2	-	7
2	International Relations	2 x 1000 words essays (50% each)	1&2	3	5
3	Media in Contemporary Society	Assignment Written exam	1	3	5
4	Media & Politics I	Assessment will be by way of a final paper/essay	1	3	5
4	Media & Politics II	Group presentation (30%) Individual essay (70%)	1	4	5
2	Nation and Identity in Contemporary Europe	Essay (1500 words)	2	4	5
4	NGO Advocacy	Compulsory attendance / Make up assignment (P/F) Presentation (30%) Portfolio (70%)	1&2	-	8
4	Political Ideology	Weekly reviews of key texts & one 2000 word essay	1	3	5

4	Public International Law	Group case assignment [presentation + essay] Comprehensive final exam Individual paper (essay)	1&2	3&4	8 (sem 1) 5 (sem 2)
3	The Legal Dimension of Europe	Semester 1: A written exam with open questions (80%) and a case (20%) Semester 2: A written exam with open questions	1&2	3&4	4
1	The Political Dimension of Europe	Open question exam (100%)	2	-	3
Modern Foreign Languages					
na	English for Guest Students (intermediate)	Oral Exam (50%) & written exam (50%)	1&2	3&4	2
1	Survival Dutch	Oral Exam (30%) & written exam (70%)	1&2	3&4	2
n/a	German for beginners BASED ON AVAILABILITY		1&2	3&4	5 (sem 1) 3 (sem 2)
n/a	French for beginners BASED ON AVAILABILITY		1&2	3&4	5 (sem 1) 3 (sem 2)
n/a	Spanish for beginners BASED ON AVAILABILITY		1&2	-	5
n/a	Language partner programme		1&2	3&4	1
Project					
3	Europe 21	<ul style="list-style-type: none"> The project concludes with the groups presenting their reports to a jury comprising two external jurors (their assignment providers) and an internal juror. The presentation is followed by a Q & A session and feedback. The supervisor of each team assesses the quality of the organisation of the team. 	-	4	6
2	The Hague Summit +20	Written exam and group assignment with individual element	1&2	-	5

**Other courses may still be added for the academic year 2021-2022 and some of the courses mentioned above may be dropped after the publication of this guide. European Studies cannot guarantee that where a course is oversubscribed, students will be offered a place in it. Final course choices will be confirmed during the introduction week. All courses are offered in English and are part of the 1st cycle of education (Bachelor level).*

6.2 Course Descriptions 2021-2022

What follows is an in-depth course description per subject area per course.

6.3 Compulsory Module

Introduction to Dutch Culture & Society

Course Code	ES-ISDUTSOC-20
Credits	2 ECTS
Modules to complete within Study unit	Term 1 & 3: Europe@Home (Project) Term 2 & 4: Introduction to Dutch Culture & Society (guest lectures and assignments)
Module Manager	<ul style="list-style-type: none">• Europe@Home (Project): Ms Nathalie Schwan N.H.H.M.Schwan@hhs.nl• Introduction to Dutch Culture & Society (guest lectures and assignments):• Ms. Johanna Eisinger – Jansen J.P.Eisinger@hhs.nl
Entry Requirements	This course is compulsory for all exchange students.
Method	Term 1 & 3: Europe@Home (Project) Practical teamwork assignment together with home students to explore Dutch culture together. Term 2 & 4: Introduction to Dutch Culture & Society Guest lectures and assignments.
Assessment	In order to receive the credits for this study unit, students must pass both the Europe@home Project (graded) and the module on Introduction to Dutch Culture & Society (pass/fail).
Course Material	Module book available online
Course Outline	The students will be familiarised with Dutch history, art, media, the political system and the economy. Moreover, students will acquire a basic knowledge of the Dutch people and culture. The course is split into a group project in terms 1 & 3 (Europe@Home), where students explore the Dutch culture with the help of home students, and the module Introduction to Dutch Culture & Society is done individually and runs in terms 2 and 4. Students will follow online guest lectures on themes concerning Dutch politics and society, and they will discover Dutch culture and society by completing two assignments.

6.4 Business Management

Artful Business Creations

Course Code	MO-IS-ABC-21
Credits	15 ECTS
Module Manager	Jacco van Uden j.c.vanuden@hhs.nl

Entry Requirements

- Strong English skills (level B2).
- A token of motivation like for example a 1 A4 motivation letter or 90-second vlog to be sent to ABC@hhs.nl.

This course is very intensive and no (or very limited) classes should be taken next to it in term 1.

Method

Lectures, Field trips, Bootcamp, Projects, Personal development

This minor is designed for students who believe that businesses should be more creative in the way they run, are organised, and the goals they set. Open-minded students who are curious to learn hands-on what businesses can learn from the arts. People who like to experiment and examine why and how things work. Individuals who want to turn left when all the others turn right. Students that want to push themselves and others. Please note that it is not necessary for participating students to be art connoisseurs.

Artful Business Creations is open to all students with an interest in business issues and who want to experiment with new, creative ways to tackle these issues. Within the minor, we start with the fact that everyone has a different flight path. Participants are welcome from the 'traditional' business courses who are in need of innovative, more creative business tools) and from the creative studies with an interest in working with business issues as a designer-in-training.

Assessment

	Tests:	Method:
A	Final presentation (11 ECTS):	Assessment Grade week 9 (80%) Resit week 10
B	Progress reports - cumulative (3 ECTS)	Weekly report (20%) Pass/fail week 9 Resit week 10
C	Bootcamp and attendance (1 ECTS)	Bootcamp mandatory Pass/ fail week9

Course Material

Mandatory literature will be provided

As part of their group assignment, students will have to search actively for other relevant literature and sources

Course Outline

Project-based learning is an important part of this minor. Students will participate in a project given by an outside provider. This creates a valuable opportunity for students to work on real-life problems and experience of working together in an international team. The learning environment includes lectures, self-study, workshops, experiences, projects and field trips.

Artful Business Creations offers both an intense and rich learning environment which asks for self-driven students who take responsibility for their learning process. Participation in Artful Business Creations requires eagerness, engagement and a willingness to go the extra mile. Students who participate in Artful Business Creations do not just *take* the course, they help *shape* it. Perhaps most importantly is the willingness for students to postpone judgement on the values throughout the program. Some elements will be directly applicable, other elements will be food for thought, without a clear or immediate value.

Through observing arts and business models, visiting art organisations and seeing artists at work, through experiencing different locations and approaches,

students will develop a unique and artful approach to expecting the unexpected and feeling comfortable with discomfort.

Learning Outcomes

This minor is related to the Dublin Descriptors:

1. Knowledge & understanding

Provides a basis or opportunity for originality in developing or applying ideas often in a research context

- Improve his or her English
- Know methods and means to connect art and business, to connect new ways of thinking to established concepts and to connect innovations to old products and services.

2. Applying knowledge & understanding

Problem solving abilities applied in new or unfamiliar environments within broader (or multi-disciplinary contexts)

- Apply the knowledge and skills in a real-life setting
- Demonstrate that he or she is capable of applying the insights of design thinking, models and techniques from the arts and creative industries to the world of business; the student will have to show
 - which elements of the program he or she has found useful and why
 - how these elements have found their way into the final product (the project proposal/end presentation for the client)

3. Making judgements

Ability to integrate knowledge and handle complexity, and formulate judgments with incomplete data

- Elaborate on the experience of the chain of re-think/ use/ connect/ frame/ sell/ invent in organisations, companies and institutes
- Critically evaluate own research findings to arrive at feasible recommendations for the external assignment provider.

4. Communication

Communicate the conclusions, the underpinning knowledge and rationale (restricted scope) to specialist and non-specialist audiences (monologue)

- Present findings in a coherent and professional manner in writing, orally and utilising appropriate visual aids.

5. Learning skills

Study in a manner that may be largely self-directed or autonomous

- Think creative (skills), out-of-the-box,
 - Work effectively in multicultural and interdisciplinary groups (project-based),
 - Reflect on how he or she has challenged himself/herself to think out of the box and step out of his or her comfort zone
 - Get to know others and him/herself,
 - Acquire (intercultural) communication and collaboration skills as part of his or her personal development.
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Corporate Governance

Course Code ES-ISBMCORGOV-20

Credits 5 ECTS

Module Manager Agota Szabo

a.szabo@hhs.nl

Entry Requirements	Basic knowledge of Marketing and Management.
Method	Lectures
Assessment	Essay
Course Material	Academic articles and PowerPoint slides
Course Outline	Corporate governance, the set of policies, processes and customs by which an institution is directed, is a topic of increasing importance in business management. How a company is governed influences rights and relationships among organisational stakeholders, and ultimately how an organisation is managed. This course teaches the fundamentals of Corporate Governance from a variety of angles – the board of directors, senior management, investors, the media, regulators and other stakeholders – and focuses on assessing the effectiveness and execution of governance roles and responsibilities. The Financial Crisis Inquiry Report (January 2012) stated that the crisis was avoidable and was a result of human action and inaction and misjudgements; that warning signs were ignored; and that there was a “dramatic breakdown in corporate governance.”
Learning Outcomes	Upon successful completion of this course students will be able to: <ul style="list-style-type: none">• Gain insight into the basic international theories of corporate governance• Identify the different players and their roles in corporate governance• Develop awareness on critical board issues• Relate the theory of corporate governance to everyday business situations• Build arguments on selected governance themes in an essay form

European Business & Economic Competitiveness

Course Code	ES-ISBMEUBECO-20
Credits	5 ECTS
Module Manager	Bart Kuijpers b.a.m.m.kuijpers@hhs.nl
Entry Requirements	None. This course is for semester 2 only!
Method	Lectures
Assessment	Exam (open questions + case study)
Course Material	Radha Jethu-Ramsোধ & Maud Hendrickx, <i>International Business</i> , Noordhoff, 2 nd edition, 2016, ISBN: 978-90-01-85083-8
Course Outline	This module studies the competitiveness of European companies in a global perspective. Topics to be dealt with include: <ul style="list-style-type: none">• Globalisation and regionalisation and their impact on economies• The impact of international business on economies• The nature and determinants of economic competitiveness Productivity, innovation and performance of European companies
Learning Outcomes	<ul style="list-style-type: none">• Understand the changing European business environment• Understand the concept of economic integration

- Identify the effects of the freedom of free movement of goods, services, labour and capital for international business strategy
- Analyse the challenges of European integration for international business

Export Calculations

Course Code	ES-ISBMEXCAL-20
Credits	5 ECTS
Module Manager	<p>Gijs Vermeulen gg.j.c.vermeulen@hhs.nl</p> <p>Bart Kuijpers b.a.m.m.kuijpers@hhs.nl</p>
Entry Requirements	None. This course is for semester 2 only!
Method	Lectures and seminars
Assessment	Exam (open questions with calculations). Portfolio
Course Material	Readings (available on Blackboard)
Course Outline	This course analyses the financial situation of (export) companies. This is vital for the decision whether or not to internationalise. To achieve the needed insight an internal analysis will be conducted using the balance sheet and income statement. Ratios will be the tools to guide this analysis. Furthermore, cost accounting will be introduced briefly while gathering a more in-depth knowledge of cost methods.
Learning Outcomes	To follow.

Foundations of Marketing

Course Code	ES-ISBMINTMAR-20
Credits	5 ECTS
Module Manager	<p>Lee Harris l.j.harris@hhs.nl</p>
Entry Requirements	None; please note this is a 1 st -year module and should only be chosen by students who do not have a background in this subject. This course is for semester 2 only!
Method	Lecture
Assessment	Exam (multiple choice questions) (80%) and in class assignment (20%)
Course Material	Armstrong and Kotler, <i>Marketing: An introduction</i> , Pearson, 14th or latest edition.
Course Outline	<ul style="list-style-type: none"> • To define the Marketing Process • To outline the Marketing environment

- To identify a customer driven Marketing strategy
- To select a customer value-driven Marketing mix

Learning Outcomes	<p>After successful completion of this course students are better prepared for a career as a marketer in a private or public organisation. They are able to demonstrate the importance of Marketing as a field of study for a profession in an international context and to interpret cultural differences as a drive for differentiation in Marketing.</p> <p>Students are able:</p> <ul style="list-style-type: none"> • To define the Marketing process. • To outline the Marketing environment. • To identify a customer value-driven Marketing strategy. • To select a customer value-driven Marketing mix.
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International Marketing

Course Code	ES-ISBMINTMAR-20
Credits	5 ECTS
Module Manager	Ernst van Weperen E.J.vanWeperen@hhs.nl
Entry Requirements	Basic marketing knowledge
Method	Lecture
Assessment	<ul style="list-style-type: none"> • Exam (open questions and case study) (65%) • Individual portfolio (35%)
Course Material	Business articles/ case studies
Course Outline	<p>The course introduces students to international marketing. It will do so by specifically looking at the challenges many multinationals face in markets of countries at “the Bottom of the Pyramid”.</p> <p>In this context a number of fundamental questions are asked, such as:</p> <ul style="list-style-type: none"> • What are the foundations of marketing? • How does international marketing differ from domestic marketing? • What is sustainability in business and what is sustainable marketing? • How do successful and unsuccessful companies approach the bottom of the Pyramid, that is the poorest 3 billion people?
Learning Outcomes	<p>They should be able to:</p> <ul style="list-style-type: none"> • Define and describe the key concepts of (international & sustainable) marketing • Explain the difference between marketing and international marketing • Explain sustainability, the Bottom of the Pyramid, and CSV (Creating Shared Value) • Apply foundational and international marketing knowledge to “the bottom of the pyramid” markets (portfolio) • Compare above mentioned concepts and explain how they relate to each other

Introduction to Export Management

Course Code	ES-ISBMEXPMAN-20
Credits	6 ECTS
Module Manager	Agota Szabo a.szabo@hhs.nl
Entry Requirements	None.
Method	Lectures
Assessment	Exam (open questions and case study)
Course Material	Joris Leeman, <i>Export Planning</i> , Pearson, 2 nd edition, 2016, ISBN: 978-90-43-03570-5
Course Outline	<p>To be successful in the export business, companies have to rely on the knowledge, expertise, insight and cooperation of everyone involved in the process. This module focuses on the integration of all aspects of the export business and the implementation of export strategies in the daily business practice. Students will learn:</p> <ul style="list-style-type: none">• Why a European entrepreneur needs to export• How to write an export plan
Learning Outcomes	<p>After completing this course students should be able to:</p> <ul style="list-style-type: none">• Discuss the most common management models• Describe the most important theoretical frameworks for export formulation• Discuss the most important elements of export marketing mix• Construct an export plan for a company• Understand the financial sides of export

Management of Organisations in Europe

Course Code	ES-ISBMMANOE-20
Credits	2 ECTS
Module Manager	Lee Harris l.j.harris@hhs.nl
Entry Requirements	None; please note this is a 1 st -year module and should only be chosen by students who do not have a background in this field. This course is for semester 2 only!
Method	Lecture
Assessment	Exam (multiple choice questions)
Course Material	Ebert RJ & RW Griffin, <i>Business Essentials</i> , Pearson, 12 th edition, or a more recent edition
Course Outline	<p>The module gives an introduction to the main elements of management theory. The principles of management apply to all kinds of organisations. Although the focus is often on management in business enterprises, remember managers also work in charities, social organisations, educational institutions, government</p>

agencies etc. Remember, too, that managers bring to small organisations much the same kinds of skills – the ability to make decisions and respond to a variety of challenges – which they bring to large ones. Regardless of the nature and size of an organisation, managers are among its most important resources. As a result, management is of importance to everyone who comes into contact with these kinds of organisations. This can be as a manager, but also as employee, customer, supplier, volunteer etc. The module deals with all kinds of management issues in organisations in Europe.

Learning Outcomes	<p>After completing this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the concepts of management and organisation and explain why these are important • Identify the various stakeholders of an organisation and describe what induces them to make their contribution • Explain the importance of setting goals and formulating strategies • Name the different organisational structures and their advantages and disadvantages • Define human resource management and workforce diversity • Outline the most important theories of motivation
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Marketing Planning & Strategic Management

Course Code	ES-ISBMMPTM6-20
Credits	Semester 2: 6 ECTS
Module Manager	Lee Harris l.j.harris@hhs.nl
Entry Requirements	An introductory course in Marketing
Method	Lectures
Assessment	Assignment (20%) Exam (open questions) (80%)
Course Material	Wood, <i>Marketing Plan Handbook</i> , Pearson, 5th or latest edition Johnson et al., <i>Fundamentals of Strategy</i> , Prentice Hall, 3rd or latest edition
Course Outline	<p>Part 1: Marketing Planning-focus on Chapters 1,4,6, 8 and 10</p> <ul style="list-style-type: none"> • Marketing Planning • Markets and STP • Product and Brand Strategy • Pricing Strategy • Metrics <p>Part 2: Strategic Management-focus on chapters 1,2,3,5,6 and 8</p> <ul style="list-style-type: none"> • Introduction to Strategy • Environment • Business Strategy • Corporate Strategy and Diversification • Innovation Strategies
Learning Outcomes	<p>After completing the course students should be able:</p> <ul style="list-style-type: none"> • To explain the concepts of Marketing strategy as constructed in an effective Marketing Plan

- To describe Marketing tactics and metrics as related to an effective Marketing Plan
- To discuss the fundamental issues of Strategic Management
- To match the best practices of Strategic Management to organisations

Multicultural Consumer Behaviour

Course Code	ES-ISBMMCB-20
Credits	5 ECTS
Module Manager	Lee Harris l.j.harris@hhs.nl
Entry Requirements	An introductory course in Marketing
Method	Lectures
Assessment	Assignment (20%) Exam (open questions) (80%)
Course Material	Schiffman et al., <i>Consumer Behaviour A European Outlook</i> , Prentice Hall, 2nd or latest edition
Course Outline	Chapters 1,3,4,5,9 and 13. <ul style="list-style-type: none"> • Technology-Driven Consumer Behaviour • Consumer Motivation and Personality • Consumer Perception and Learning • Environmental Influences on Consumer Behaviour • Cross-Cultural Consumer Behaviour
Learning Outcomes	After completing the course students should be able: <ul style="list-style-type: none"> • To relate the steps of Consumer Decision Making to the development and interpretation of Marketing Strategy • To describe the individual determinants of Consumer Behaviour • To explain the environmental influences of Consumer Behaviour • To discuss methods of influencing Consumer Behaviour

Social Entrepreneurship and Innovation in a Global Perspective

Course Code	ES-ISHMVT20-SEIG
Credits	15 ECTS
Module Manager	Ernst van Weperen E.J.vanWeperen@hhs.nl
Entry Requirements	None.
Method	Lectures and seminars
Assessment	Individual (30%) and group assignments (70%)

Course Material	Students need to be able to find their own, relevant information. An extensive list of sources is available. Blackboard is used as the intermediary between students and staff.
Course Outline	The aim of the minor is to help students better understand the intricacies of solving social and environmental problems using business model-thinking. This will be tackled by introducing them to the 'social enterprise model' and the idea of being a 'social entrepreneur'. During the minor, students will take on the identity of a 'social entrepreneur' in a group formation. Each group will be tasked with developing a social business plan to tackle a real-life social or environmental challenge of their choosing. Students will work in groups of 3-5 to develop a social business plan. Each group will need to present a chapter of their business plan each week. At the end of the course, students will need to 'pitch' their idea to a panel of practitioners and submit a final business plan report.
Learning Outcomes	A student who has successfully completed the minor should be able to: <ul style="list-style-type: none"> • Recognise and develop an innovative and distinctive idea to tackle a social or environmental problem. • Understand the concept of social/environmental value creation within a financially sustainable business model. • Use professional entrepreneurial skills effectively in a team setting. • Understand the process of developing a social business plan from idea to innovation • Learn how to pitch a business plan to a panel of judges

Strategic Export Marketing Plan

Course Code	ES-ISBMSTREX3-20
Credits	Semester 2: 3 ECTS
Module Manager	Agota Szabo a.szabo@hhs.nl
Entry Requirements	Students can follow this module <u>only</u> in combination with Introduction to Export Management
Method	Seminars
Assessment	Export plan
Course Material	Joris Leeman, <i>Export Planning</i> , Pearson, 2nd edition, 2016, ISBN: 978-90-43-03570-5
Course Outline	Based on the lecture materials of Introduction to Export Management students will put theory into practice and work on a project-based assignment in small groups resulting in an Export Policy Plan.
Learning Outcomes	After completing this course students should be able to: <ul style="list-style-type: none"> • Apply international management models to an export case • Describe the appropriate market entry methods • Discuss the most important elements of export marketing mix • Construct an export plan for a company • Understand the financial sides of export

Strategic Planning in the Private and Private Sectors

Course Code	ES-ISBMSTPPPS-20
Credits	2 ECTS
Module Manager	Agota Szabo a.szabo@hhs.nl
Entry Requirements	Basic knowledge of Marketing and Management: This course is for semester 1 only!
Method	Lectures
Assessment	Strategic Plan (essay)
Course Material	Business cases and articles
Course Outline	The module consists of six seminars of 90 minutes each: <ul style="list-style-type: none">• Week 1: Introduction and BMC part 1• Week 2: BMC part 2 and internal analysis• Week 3: Ecosystem analysis•• Week 4: Stakeholder analysis• Week 5: SWOT and confrontation matrix• Week 6: Justify new strategy and reflect on BMC
Learning Outcomes	After completing this course students should be able to: <ul style="list-style-type: none">• Discuss the most common management models in strategy• Describe the most important theoretical frameworks for strategy formulation• Compare strategy formulation between the public and private sectors• Explain the historical development of schools of strategy• Construct a strategic plan for public and private organisations

The Business Dimension of Europe

Course Code	ES-ISBMDIMEUR-20
Credits	3 ECTS
Module Manager	Bart Kuijpers b.a.m.m.kuijpers@hhs.nl
Entry Requirements	None. Please note this is a first year module and should only be chosen by students who do not have a background in Business Studies. This course is for semester 1 only!
Method	Lectures and seminars
Assessment	<ul style="list-style-type: none">• Exam (multiple choice questions) (65%)• Case study (report) (35%)
Course Material	Ebert RJ & RW Griffin, <i>Business Essentials</i> , Pearson, 12 th edition, or a more recent edition
Course Outline	The main themes to be explored in the module are: <ul style="list-style-type: none">• Key facts and figures about Europe

- The economy of the EU
 - The EU trade policy
 - The business system and business environments
 - The global context of business
- Entrepreneurship and new ventures

Learning Outcomes	<p>After completing this course students should be able to:</p> <ul style="list-style-type: none"> • Understand current economic developments within the European business environment • Finding, analysing and interpreting data from relevant economic publications by banks, national governments, the European Union and international organisations • Making a country selection model for a European firm
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6.5 Culture & Society Studies

<h1>American Studies</h1>	
Course Code	ES-ISCSAMERIC-20
Credits	5 ECTS
Module Manager	Dave van Ginhoven d.vanginhoven@hhs.nl
Entry Requirements	Students should have a basic knowledge of political and cultural studies.
Method	The course consists of 6 interactive, 90-minute lectures in which the weekly themes and reading will be discussed. Students are expected to study the material before coming to class in order to facilitate maximum participation in these discussions.
Assessment	Students will be assessed with a written exam consisting of open questions. To prepare for this exam, students, working in small groups, will prepare a study guide summarising chapters of the textbook and defining key terms. -Written Exam (100%)
Course Material	Required Reading: <i>The American Civilization: an Introduction</i> , by David Mauk & John Oakland, 7 th Edition, Routledge. ISBN-10: 0415481627 / ISBN-13: 978-0415481625 Additional reading material may be published on Blackboard during the course.
Course Outline	In this course, students will develop their knowledge and insight about the United States of America, its history, politics and culture, as well as its relationship to Europe and its impact on world affairs. The US is the subject of a lot of strong opinions, both positive and negative, and often these opinions are based on subjective information and stereotyping. This course aims to assist students in coming to their own conclusions about the US based on acute information placed in the appropriate context.
Learning Outcomes	<p>By the end of this course, students can:</p> <ul style="list-style-type: none"> • Identify and describe institutions and events, as well as political, cultural and economic factors that are significant to understanding the culture and society of the United States of America.

- Analyse the political, cultural and economic systems of the United States and coming to an informed opinion that takes cultural differences into consideration.

Art & Globalisation

Course Code	ES-ISCSARTGL-20
Credits	5 ECTS
Module Manager	Ben van der Sluijs b.c.vandersluijs@hhs.nl
Entry Requirements	None.
Method	Lectures & Workshops
Assessment	Essays & in-class assignments
Course Material	<i>"But is it Art?"</i> C. Freeland OXFORD ISBN 0-20-285367-8
Course Outline	The module gives an introduction to art in general, referring to art of all types, namely pictures, sculptures, movies and music. It involves an overview of art history, whilst the main focus is on the philosophy of art. Students will be encouraged to share their viewpoints on actual pieces of art, both historical and contemporary, as the module endeavours to answer the question 'what is art?'
Learning Outcomes	Students can analyse an artwork with the help of art theories and philosophers.

Cultural Theory & Popular Culture

Course Code	ES-ISCSCTPC-20
Credits	5 ECTS
Module Manager	Ben van der Sluijs b.c.vandersluijs@hhs.nl
Entry Requirements	None.
Method	Lectures & class discussions
Assessment	Essay
Course Material	<i>Cultural theory and popular culture, an introduction</i> , John Storey, ISBN978-1-4058-7409-0
Course Outline	In this course students will: <ul style="list-style-type: none"> • Be introduced to major theoretical and methodological perspectives used in cultural studies and examine their use in understanding contemporary popular culture; • Explore how cultural material acquires meaning in everyday life and the role of culture in shaping individual identity and social relationships; • Apply the acquired insights and methodology in practical criticism.

Learning Outcomes	Students acquire basic knowledge about the key concepts of cultural studies. Students can analyse cultural phenomena with mayor cultural theories.
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Intercultural Communication

Course Code	ES-ISCMINTCUL-20
Credits	4 ECTS
Module Manager	Nicki van Campenhout n.vancampenhout@hhs.nl
Entry Requirements	None.
Method	This course will use lectures and seminars
Assessment	Evaluation will be based on a portfolio (possibly also an exam).
Course Material	James W. Neuliep, <i>Intercultural Communications: A contextual approach</i> , 6th edn., Sage Publications Inc., ISBN: 9781452256597
Course Outline	This module deals with communication from an intercultural point of view. Students will be introduced to the major concepts used in the study of Intercultural Communication, in order to: <ul style="list-style-type: none"> • Achieve a basic understanding of the cultural factors that affect the process of interpersonal communication; • Examine some of the difficulties that may arise during intercultural encounters; • Suggest a new understanding of similarities as well as differences across cultures.
Learning Outcomes	Upon successful completion of the course the student will be able to: <ul style="list-style-type: none"> • Understand and use intercultural communication theory as well as terminology related to language, culture, identity and power • Situate themselves within a diversity framework and reflect on the implications in their personal and professional life • Apply effective verbal and non-verbal cross-cultural engagement in personal and professional contexts • Effectively communicate within diverse group settings Critically analyse and manage contemporary social and cultural conflicts that affect them or their chosen professional field

Issues in 21st Century European Society

Course Code	ES-ISCSISSUES-20
Credits	3 ECTS
Module Manager	Dave van Ginhoven d.vanginhoven@hhs.nl
Entry Requirements	None.

Method	Interactive Lectures.
Assessment	In groups of a maximum of five, students create an advocacy video addressing an important 21 st -century issue.
Course Material	Module book and information on Blackboard
Course Outline	This is an interdisciplinary course that explores important (European) Issues from different political, economic and cultural perspectives. Working in small groups, students choose an issue of interest and produce a short film that could be used to draw attention to the issue and to promote solutions. Along the way, students are introduced to different 21 st Century dilemmas that are discussed in and out of class.
Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none"> • Analyse present practice and envisage future scenarios of change in relation to the course themes. • Present their findings in a cogent manner • Create their own teaching and learning materials which can be observed and utilised by their peers • Critique the value of such materials through peer review and commentaries • Show the ability to work productively in a small group environment

Personal Leadership & Core Principles for European Integration

Course Code	ES-ISCSPELS-20
Credits	5 ECTS
Module Manager	Margriet Krijtenburg g.krijtenburg@hhs.nl
Entry Requirements	None.
Method	Interactive lectures & workshops
Assessment	Portfolio (50%) & Presentation (50%)
Course Material	Covey, S.R., <i>The Seven Habits of highly effective people</i> , Free Press, New York & documents distributed in class EU-Documents, online material, documents handed out in class & Krijtenburg, M., "Schuman, yesterday & today"
Course Outline	The course consists of Personal leadership combined with Core Principles for European Integration. Students take two lectures / workshops (90 minutes each) every week: one on Personal Leadership and one on Core Principles for European Integration. The course provides a practical output of universal and timeless principles that help the student to achieve his or her highest personal aspirations and to overcome his or her greatest challenges. The course shows at the same time how those same principles are engraved in the European unification project and are meant to be leading principles for the European integration process. Current issues like migration, Brexit, terrorism, tension EU-Russia, East-West and North-South will be dealt with in the light of those core principles as will be possible ways to help to soften those tensions.

Topics on Personal Leadership:

- Freedom & responsibility, character ethics,
- Being pro-active while putting values above feelings
- Having a response-ability whatever the circumstances while keeping the end in mind and putting first things first.
- The above contributes significantly to leading a (more) happy, harmonious life, while being (more of) a leader.
- Active participation in class and qualities to be practiced in daily life will foster the student's aim to become a leader in his or her own right.

Topics on Core Principles of European Integration:

- European history in a nutshell
- Father of Europe, Robert Schuman
- Original frame of reference for European integration
- Topicality of original framework & current European and global issues
- There will be three lectures and three lecture/ workshops that will show the link between Personal Leadership and the Core principles of European Integration.
- The lectures will provide the student with a deeper understanding of European Integration and give insight in current problematic issues and in how to help to solve them.
- Students will be asked to study in small groups one of the current EU crises – each group a different topic - and to come up with a way to solve this crisis when applying the core principles as meant to function. Their findings will be presented to the rest of the class and discussed in the form of a small congress for students by students.

Learning Outcomes

After this course the students will be able to:

- Identify his or her strengths and flaws, virtues and vices.
 - State different paradigms, and at the same time the (same) universal guiding principles on which personal leadership is based and which go beyond cultures.
 - Examine the strong connection between freedom and personal responsibility.
 - Produce a growth in self-awareness and leadership through acting pro-actively on a virtue/ positive quality while keeping the end in mind and putting first things first.
 - Assess through a reflective daily journal the progress of the chosen virtue/ positive quality.
 - Acknowledge the deep(er) content of the core principles for European Integration.
 - Identify the direct link between personal leadership and the effect of (not) practicing the core principles of European Integration when dealing with the current European crises within and at the borders of the EU.
 - To contribute to the solution of current crises while practicing the core principles.
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Philosophy, Art and Culture: Aesthetics

Course Code ES-ISCSPHACES-20

Credits 5 ECTS

Module Manager	Ben van der Sluijs b.c.vandersluijs@hhs.nl
Entry Requirements	None.
Method	Lectures, workshop, museum visit
Assessment	Portfolio
Course Material	Umberto Eco - <i>On Beauty, Secker & Warburg</i> , London, 2004, ISBN: 0436205173 C. Freeland - <i>But is it art?</i> Oxford University Press, Oxford, 2002, ISBN: 0192853678
Course Outline	<ul style="list-style-type: none"> • Book Freeland – ch. 1 • Book Freeland – ch. 2 & 3 • Book Freeland – ch. 4 & 5 • Book Freeland – ch. 6 & 7 • Book Freeland - music • Lecture Walter Benjamin • Lecture cinema • Lecture Benjamin, McLuhan, Baudrillard • Overview
Learning Outcomes	Defining art for contemporary times with a historical & philosophical context

Philosophy, Art and Culture: Art History

Course Code	ES-ISCSFHACAH-20
Credits	7 ECTS
Module Manager	Ben van der Sluijs b.c.vandersluijs@hhs.nl
Entry Requirements	This course can only be taken together with Philosophy, Art and Culture: Philosophy of Art.
Method	Lectures, workshops, museum visit
Assessment	Portfolio
Course Material	Umberto Eco - <i>On Beauty, Secker & Warburg</i> , London, 2004, ISBN: 0436205173
Course Outline	I. Winterson (read article p. 11) II. Eco Winterson (see p. 11) Classical art (Eco I, II, III) Medieval art (Eco IV, V, VI) Renaissance art (Eco VII – X) Modern art (Eco XI – XVII)
Learning Outcomes	Defining art for contemporary times with a historical & philosophical context

Philosophy, Art and Culture: Philosophy of Art

Course Code	ES-ISCSPHACPH-20
Credits	3 ECTS
Module Manager	Ben van der Sluijs b.c.vandersluijs@hhs.nl
Entry Requirements	This course can only be taken together with Philosophy, Art and Culture: Art History.
Method	Lectures
Assessment	Portfolio
Course Material	Various online material.
Course Outline	<ul style="list-style-type: none">• Lecture Greek philosophy• Lecture philosophy – Augustine, Boethius• Lecture philosophy – Kant• Lecture philosophy – Nietzsche• Lecture philosopher - Heidegger• Lecture philosophy – Contemporary philosophy
Learning Outcomes	Defining art for contemporary times with a historical & philosophical context

Religion in a Globalised World

Course Code	ES-ISRELGLOB-20
Credits	5 ECTS
Module Manager	Dave van Ginhoven d.vanginhoven@hhs.nl
Entry Requirements	Students should have taken the Political/Cultural/Economic Dimensions of Europe or comparable courses in politics, history and culture at their home institution. Contemporary European Politics is also recommended and a background in basic philosophy is welcome.
Method	The course consists of six weeks of 90-minute interactive lectures with online study materials and discussions.
Assessment	This course is assessed with an open question exam.
Course Material	<p>The following book is required: <i>Religions in the Modern World: Traditions and Transformations</i>, edited by Linda Woodhead, Christopher Partridge and Hiroko Kawanami, Routledge, ISBN: 9780415858816</p> <p>This course also makes use of a weblog where students post content for seminars and engage in dialog. Reading assignments are subject to change and new assignments may be added throughout the course.</p>
Course Outline	This course will look closer at the “spiritual dimension” of Europe by giving students an understanding of the major religions that affect European society

and politics and will examine the role religion plays in Europe today. The origins and histories of each faith will be covered, but special attention will also be paid to discussing contemporary developments and polemics in a respectful way. Major topics include Hinduism, Judaism, Christianity and Islam as well as the contrasting philosophies of secularism and humanism and some other religions/philosophies practiced in Europe (Buddhism) with some attention to new religious movements such as Scientology, etc.

Learning Outcomes	<p>Upon completion of this module students can:</p> <ul style="list-style-type: none"> • Demonstrate informed awareness and understanding of different religious belief systems, based on thorough (self)study and research that takes different (cultural) perspectives into account. • Critically analyse and comment on religion(s) and their role in political, economic and cultural affairs at a(n) (inter)national level in contemporary Europe and/or the rest of the world.
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Sex and Business

Course Code	ES-ISSEXBUS-20
Credits	5 ECTS
Module Manager	Paul Nixon p.g.nixon@hhs.nl
Entry Requirements	Students following the minor should be able to speak and write in English at a reasonably high level (between CEF level B2 and C1, approaching fluency). This course is for semester 1 only!
Method	This course will follow a lecture-seminar format. Students will be introduced to key points in lectures and discuss their own visions. Students are expected to study the material before coming to class in order to facilitate maximum participation in these discussions. WARNING: The course may contain sensitive content
Assessment	Portfolio: Pass /Fail Condom Company presentation: 100%
Course Material	Book: Nixon, P. G., & Dusterhöft, I. K. (Eds.). (2018). <i>Sex in the Digital Age</i> . Routledge Supplemented by selected readings (to include video, audio and other resources) indicated on Blackboard
Course Outline	<ul style="list-style-type: none"> • Sex in Advertising • Pornography • Sex Toys • Prostitution Online and Future Sex
Learning Outcomes	<p>After the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand how perception of sex can influence society and thus policies in a range of policy areas; • Understand how sex is a business • Analyse present practice and envisage future scenarios of change in relation to the course themes within an international environment (where applicable); • Present their findings in a cogent manner;

- Create their own teaching and learning materials which can be observed and utilised by their peers and should be capable of being viewed by an international audience;
- Critique the value of such materials through peer review and commentaries;
- Show the ability to work productively in both a small group and individually on issues that cross national borders.

Sex and Culture

Course Code	ES-ISSEXCULT-20
Credits	5 ECTS
Module Manager	Paul Nixon p.g.nixon@hhs.nl
Entry Requirements	Students following the minor should be able to speak and write in English at a reasonably high level (between CEF level B2 and C1, approaching fluency). This course is for semester 1 only!
Method	This course will follow a lecture-seminar format. Students will be introduced to key points in lectures and discuss their own visions. Students are expected to study the material before coming to class in order to facilitate maximum participation in these discussions. WARNING: The course may contain sensitive content
Assessment	Portfolio: Pass /Fail The portfolio consists of assignments for the seminars YouTube movie (or another channel): 100%
Course Material	Book: Nixon, P. G., & Düsterhöft, I. K. (Eds.). (2018). <i>Sex in the Digital Age</i> . Routledge Supplemented by selected readings (to include video, audio and other resources) indicated on Blackboard
Course Outline	<ul style="list-style-type: none"> • Sex and Movies • Sex and Literature • Sex and Music • Sex and the Arts • Sex and Anime
Learning Outcomes	<p>After the minor, students will be able to:</p> <ul style="list-style-type: none"> • Understand how perception of sex can influence society and how society can influence sex in culture; • Analyse present practice and envisage future scenarios of change in relation to the course themes within an international environment (where applicable); • Present their findings in a cogent manner; • Create their own teaching and learning materials which can be observed and utilised by their peers and should be capable of being viewed by an international audience; • Critique the value of such materials through peer review and commentaries; • Show the ability to work productively in both a small group and individually on issues that cross national borders.

Sex and Society

Course Code	ES-ISSEXSOC-20
Credits	5 ECTS
Module Manager	Paul Nixon p.g.nixon@hhs.nl
Entry Requirements	Students following the minor should be able to speak and write in English at a reasonably high level (between CEF level B2 and C1, approaching fluency). This course is for semester 1 only!
Method	This course will follow a lecture-seminar format. Students will be introduced to key points in lectures and discuss their own visions. Students are expected to study the material before coming to class in order to facilitate maximum participation in these discussions. WARNING: The course may contain sensitive content
Assessment	Portfolio group/individual assignment (Pass /Fail): Design a board game to be presented during the workshop of week 6 Essay 2500 words: 100%
Course Material	Book: Nixon, P. G., & Düsterhöft, I. K. (Eds.). (2018). <i>Sex in the Digital Age</i> . Routledge Supplemented by selected readings (to include video, audio and other resources) indicated on Blackboard
Course Outline	<ul style="list-style-type: none">• Introduction to course: theories about the role of sex in society• History of sex and today's attitude towards sex in International context• Sex and Law• Sex and Education• Sex and Health
Learning Outcomes	After the minor, students will be able to: <ul style="list-style-type: none">• Understand how perception of sex can influence society and thus policies in a range of policy areas;• Analyse present practice and envisage future scenarios of change in relation to the course themes within an international environment (where applicable);• Present their findings in a cogent manner;• Create their own teaching and learning materials which can be observed and utilised by their peers and should be capable of being viewed by an international audience;• Critique the value of such materials through peer review and commentaries;• Show the ability to work productively in both a small group and individually on issues that cross national borders.

Society and Culture in the English Speaking World: Australasia and Africa

Course Code	ES-ISCSECEAA-20
Credits	5 ECTS
Module Manager	Rebecca Kleiweg de Zwaan r.kleiwegdezwaan@hhs.nl

Entry Requirements	None.
Method	Lectures (6 x 90 minutes per week) and workshops 6 x 90 minutes per week
Assessment	Portfolio Grade 50% Exam Grade 50%
Course Outline	India (1 week), South Africa (1 week), Australia (2 weeks), and New Zealand (2 week). Through its history, politics and culture, the society of India, South Africa, Australia, and New Zealand will be examined. Themes such as Bollywood and the great outback ideal (Australia) will be discussed.
Learning Outcomes	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Apply historical perspectives to critically examine society, including groups and organisations, and social institutions; • Provide structural explanations of social inequalities related to gender and race, ethnicity, within South Africa, India, Australia and New Zealand • Speak with confidence about the immigration policies of Australia and New Zealand • Critique historical developments in Australian literature through the examination and discussion of Australian prose. • Recognise and analyse the way in which film communicates meaning and ideological messages to its audiences through cinematography and art direction.

Society and Culture in the English Speaking World: Great Britain and Ireland

Course Code	ES-ISCSSEGB-20
Credits	5 ECTS
Module Manager	Rebecca Kleiweg de Zwaan r.kleiwegdezwaan@hhs.nl
Entry Requirements	None.
Method	Lectures (6 x 90 minutes per week) and workshops 6 x 90 minutes per week
Assessment	Portfolio Grade 50% Exam Grade 50%
Course Outline	Introductory week, England (4 weeks), Ireland (1 week), Scotland (1 week). The first part of the course will focus on the geopolitics and history of England as this is the starting point of the English speaking world. This will be followed by social and cultural issues in England, Scotland and Ireland.
Learning Outcomes	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Apply historical perspectives to critically examine society, including groups and organisations, and social institutions; • Provide structural explanations of social inequalities related to gender and race, ethnicity, within the United Kingdom and Ireland • Display a working knowledge of the cultural and historical contexts of significant literary works of the past four decades.

- Critique historical developments in Ireland through the examination and discussion of significant examples of Irish music and poetry.
- Recognise and analyse the way in which film communicates meaning and ideological messages to its audiences through cinematography and art direction.
- 6 will be able to identify a variety of canonical works of art, and material culture from various periods, and will be able to situate these works properly within their cultural, temporal and stylistic milieu.

Society and Culture in the English Speaking World: The Americas

Course Code	ES-ISCSSEAME-20
Credits	5 ECTS
Module Manager	Rebecca Kleiweg de Zwaan r.kleiwegdezwaan@hhs.nl
Entry Requirements	None.
Method	Lectures (6 x 90 minutes per week) and workshops 6 x 90 minutes per week
Assessment	Portfolio Grade 50% Exam Grade 50%
Course Outline	The United States of America (4 weeks) and Canada (2 weeks). The first part of the course will focus on the geopolitics and history of the USA as this has had such an impact on the political and cultural heritage of American society today. This will be followed by social and cultural issues in the USA and Canada.
Learning Outcomes	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Apply historical perspectives to critically examine society, including groups and organisations, and social institutions; • Provide structural explanations of social inequalities related to gender and race, ethnicity, within the U.S. and Canada • Speak with confidence about the methodologies of documentary photography. • Critique historical developments in American music through the examination and discussion of significant changes in the historical and social contexts of music. • 5. Recognise and analyse the way in which film communicates meaning and ideological messages to its audiences through cinematography and art direction.

The History of Europe through Music

Course Code	ES-ISCSHEUTMC-20
Credits	5 ECTS
Module Manager	Roberto Barroso

r.barroso@hhs.nl

Entry Requirements	None.
Method	12 classes (including presentations by the students) of 45 minutes
Assessment	Part A presentation and paper, 60% Part B written exam, 40%
Course Material	Course materials will be provided by the lecturer.
Course Outline	The elective is not so much a history of the music but a history of the European countries through its music. It will provide insights into the relations between monarchies and music, religion and music, Beethoven and the Napoleon era etc. Students will learn about these relations in different periods of time: from Vienna before the First World War, to Paris in the twenties, from Hitler's Germany and Stalin's Russia to the downtown of the European capitals in the sixties and seventies. We follow the rise of mass culture and mass politics, of hot and cold wars and we finish the course with the popular culture of the end of the twentieth century: pop and rock. The teacher will explain the history of Europe, through the use of videos, music tracks and power point presentations. The teacher will try to make students think about the connections between society, life and music.
Learning Outcomes	<ul style="list-style-type: none">• Students will be able to recognise different periods of music and connect this with the history of the European countries.• Students will be able to explain the connections between society, way of life and music of the European countries.• Students will be able to write a paper about the relation between music, history and their own country.• Students will be able to demonstrate a proficiency in presentation skills.

Women and Society

Course Code	ES-ISCSWS-20
Credits	5 ECTS
Module Manager	Marije Minkman m.a.minkman@hhs.nl
Entry Requirements	None.
Method	Lectures, discussions, reports and presentations
Assessment	Essays/report and presentation
Course Material	Module book and reading materials available on Blackboard
Course Outline	This module will address several issues and problems that women have had to contend with over the centuries, hoping thereby to understand and explore what attitudinal and legislative changes are long overdue in the improvement of women's status. The course is organised around a number of themes, ranging from women and health to women and work. These subjects will be approached from different angles and an attempt has been made to include different continents and individual countries in the discussion. Even though some people might think that in western society there is no real need for feminism and

women's organisations anymore, by raising certain issues and by questioning some of women's achievements in the last few decades students will become more aware of their status in society as women and **men**.

Learning Outcomes	<ul style="list-style-type: none"> • Report and reflect on own research into specific themes related to women and their position in different societies; • Construct intercultural knowledge of the themes by consulting international sources and actively participating in the international classroom; • Define and argue their own viewpoint on various gender issues (both in speaking and writing) based on critically comparing and contrasting international sources.
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6.6 Law, Politics and Administration

Business Lobbying

Course Code	ES-ISPALOBIP-20
Credits	5 ECTS
Module Manager	P. Shotton
Entry Requirements	None. This course is for semester 1 only!
Method	Combination of lectures, guest lectures, seminars, workshops and field trips.
Assessment	20% of the final grade is assessed through active participation in the lectures and seminars 20% for the presentation and accompanying documents 60% for the written portfolio
Course Material	Zetter, L. (2014). <i>Lobbying 3e: The art of political persuasion</i> . Harriman House Limited. Hardacre, A., & Akse, E. (Eds.). (2015). <i>How the EU institutions work and how to work with the EU institutions</i> . John Harper Publishing.
Course Outline	<p>This module will focus on developing the knowledge and applying these for the development and presentation of a lobbying plan for a case study representing an interest group in the private sector. The course will focus on introducing students to the tools, tactics and strategies that are used by the private sector in lobbying work. Students will research a case study organisation and its issue making use of key European Union document and information databases.</p> <p>The module will be taught through a combination of lectures and seminars. The seminars will take the form of workshops where students will work through the steps needed to articulate a formulate a lobbying plan for a case study campaign. The lobbying plan will focus on presenting an analysis of the organisation, its issue, key stakeholders. Students will design a plan making use of a limited selection of well-defined of lobbying strategies, tools and tactics. Students will work in groups to pitch this plan to commissioning organisations.</p>
Learning Outcomes	By the end of the module students will be able to: Applied skills:

- Identify, categorise, classify and measure lobbying and advocacy tools, tactics and strategies.

Analysis and Synthesis skills:

- Research and analyse a case study organisation and issue using key European Union document and information databases;
- Know how to individually devise an ethical and transparent European Union lobbying plan for a case study interest group (business or non-profit).
Show how to pitch and present a European Union lobbying plan as a group.

Contemporary European Politics

Course Code	ES-ISPACONTEU-20
Credits	5 ECTS
Module Manager	Andreas Funk A.Funk@hhs.nl
Entry Requirements	None.
Method	Lectures and seminars
Assessment	2500-word essay
Course Material	Baylis, J., Smith, S. Owens, P. (2017) <i>The Globalization of World Politics</i> , 7 th edition
Course Outline	In this module, students build on their awareness of developments and processes within the political arena in Europe. In particular, they will gain an understanding of the dynamics of politics in Europe and the main political cleavages. Other questions that will be discussed are what are the main trends and developments shaping European politics and what impact does globalisation have on European nation states?
Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none"> • Classify the main cleavages in the European Political landscape • Explain the main trends and developments shaping European politics • Give at least (2) examples of the impact of globalisation on European nation states in the contemporary world

Digital Writing

Course Code	ES-ISENDIGWR-20
Credits	5 ECTS
Module Manager	Dave van Ginhoven d.vanginhoven@hhs.nl Syreetha Domen S.Domen@hhs.nl

Entry Requirements	Students should have completed their first- and second-year writing and argumentation/negotiation courses. Knowledge about marketing is also recommended.
Method	This course employs blended learning strategies, combining two introductory lectures with a 'flipped classroom' approach that offers online instruction, practical assignments and in-class practice and feedback of lectures and seminars.
Assessment	This course is assessed with a portfolio consisting of 4 Assignments (1) Assignment A: Analysis of organisational websites (25%) (2) Assignment B: An Original Strategy & Basic Style Guide (25%) (3) Assignment C: Online Press Release and News Story (25%) (4) Assignment D: A Blog Article & Social Media Content (25%)
Course Material	Course Manual and Supplementary Videos & Articles on Blackboard.
Course Outline	This course will challenge students to study the best practices of professional web writing, to analyse these practices and to produce content
Learning Outcomes	Upon completion of this module students: <ul style="list-style-type: none"> • Can plan, produce and edit texts intended for online publication on different platforms for a wide range of professional purposes. • Can identify and (re)produce different styles of content for different audiences, using the appropriate style & tone. • Can identify and implement strategies for search engine optimisation. • Can write accurate and clear texts of professional quality.

Decision Making in the European Union

Course Code	ES-ISPADECMAK-20
Credits	5 ECTS
Module Manager	Pieter Pijlman p.pijlman@hhs.nl
Entry Requirements	Basic knowledge of the EU institutions and the decision-making procedures.
Method	This project-based course runs every semester (2 terms; 12 weeks). It consists of seminars, master classes, guest lectures, a field trip to Brussels and a simulation game.
Assessment	The assessment consists of 2 parts: (5) Preparatory assignments (60 %) & performance during simulation game (40%)
Course Material	Course Manual + Support Book with selected texts and materials Handbooks: 1. <i>How the EU Institutions work</i> Akse, Erik (ed.) (2020) London: John Harper ISBN 9781838089801 2. <i>How to work with the EU institutions</i> Hardacre, Alan (ed.) (2020) London: John Harper ISBN 9781838089818

Course Outline During this course students will gain insight in the decision-making process of the European Parliament. This project-based course simulates the European Parliament proceedings in the ordinary legislative procedure (co-decision). Guest lectures and a field trip to Brussels will familiarise the students with the theory of European decision making. Master classes and instruction seminars will provide guidance to the groups as they prepare for the simulation game. The simulation is based on a real legislative proposal. Groups of students that play the roles of interest groups and political groups in the European Parliament discuss and state their positions on the proposal during the game.

Learning Outcomes Upon successful completion on the course, students will be able to:

- Examine and review an EU legislative proposal (directive or regulation), using related statements, news articles, policy documents and reports (individual assignment)
- Use public affairs skills and strategic skills to effectively represent and negotiate the interests and goals of a policy actor in word and by speech (position paper/strategy paper; sim game participation)
- Develop a position in response to an EU legislative proposal from the perspective of a policy actor (interest group/political group) (position paper/strategy paper)
- Prepare argumentation to support the position of a policy actor in the EU legislative process (statement)
- Formulate solutions for social and technical challenges resulting from it by means of amendments to a legislative proposal (amendments)
- Build relationships and alliances within a transnational policy network by identifying relevant partners and stakeholders (sim game participation)
- Maintain contacts within the policy network by developing understanding, tolerance, respect towards other cultures and other social/political backgrounds

Eastern European Politics I

Course Code ES-ISEEPpart1-20

Credits 8 ECTS

Module Manager Guido van Hengel
G.C.vanhengel@hhs.nl

Antje Grebner
a.grebner@hhs.nl

Entry Requirements A good command of English (reading level C1 CEF) is essential to do well in the course. This course is for semester 1 only!

Method Lecturers

Assessment Oral Exam

Course Material Sakwa, Richard; Hale, Henry; White, Stephen (eds) (2019) Developments in Russian Politics (9th edition), London: Red Globe Press

Course Outline This course focuses on the society, culture, history, economy and political transformation of Central and Eastern European countries and the successor states of the Soviet Union. As the title suggests, it is about the part of Europe on

the Eastern side for the Cold War division in Europe. As a result, these countries allegedly play an ambiguous role in today's Europe. This minor both seeks to analyse the integration (and disintegration) of Central and Eastern Europe to the European Union as well as the transformations and future of the successor states to the Soviet Union, in particular the Russian Federation as an awkward partner on the European continent.

Learning Outcomes	<p>Upon successful completion on the course, students will be able to:</p> <ul style="list-style-type: none"> • Have a decent amount of knowledge of the history of Central and Eastern Europe, Russia and the Successor states of the Soviet-Union, and the Balkans. • Recognise and understand cultural, political, and social developments in the post-communist societies of the former Eastern Bloc-countries. • Have sufficient knowledge and understanding of academic debates on the transition/transformation of Eastern Europe since 1989. • Critically read and analyse news covering of current developments and debates in Central and Eastern Europe, Russia, and the Balkans. • Be able to contextualise and analyse EU policy on the Eastern Neighbours, especially the EU-Enlargement Policy, Neighbourhood Policy, and the Foreign Relations of the European Union.
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Eastern European Politics II

Course Code	ES-ISEEPpart2-20
Credits	7 ECTS
Module Manager	<p>Guido van Hengel G.C.vanhengel@hhs.nl</p> <p>Antje Grebner a.grebner@hhs.nl</p>
Entry Requirements	A good command of English (reading level C1 CEF) is essential to do well in the course. This course can only be taken in combination with Eastern European Politics I. This course is for semester 1 only!
Method	Seminars, Workshops, Individual supervision, labs, presentations, Guest Lectures
Assessment	Written portfolio and presentations
Course Material	Instructions for reading and research will be given in class.
Course Outline	In Eastern European Politics II the students will do research in a case study about a more specific subject related to the transformation of Central and Eastern Europe, Russia, and the Balkans. In specified workshops, the students will be trained to do “news reviews”, “literature reviews” and “policy reviews”. The aim of this course is to gain skills in doing substantial research into East European affairs. Students can choose to focus on particular case-study in the field of academic research, current affairs, or the EU’s policy making. The learning environment in this course is highly interactive, problem-based, and dynamic.

Learning Outcomes	<p>Upon successful completion on the course, students will be able to:</p> <ul style="list-style-type: none"> • Write a substantial literature review of academic research into East European politics, culture, or society. • Write a news review on how and what has been covered in the news about East European affairs. • Write a policy review of an EU-policy, in particular those which have to do with either the Central and Eastern European countries within the EU, the EU accession candidates on the Balkans, or neighbouring countries that used to be part of the Soviet-Union.
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European Public Policy

Course Code	ES-ISPAEURPUB-20
Credits	5 ECTS
Module Manager	Guido van Hengel G.C.vanhengel@hhs.nl
Entry Requirements	None. This course is for semester 1 only!
Method	Lecturers and Seminars
Assessment	One group written assignment in the seminars and a written exam with open questions
Course Material	McCormick J. (2020). European Union politics (3 rd ed). Basingstoke: Palgrave

Course Outline Introduce the student to the study of European Public Policy, which examines modes of policy-making operating in the European Union. The course will introduce the theoretical concepts and models that seek to describe the policy-making process at the European level. The Course will demonstrate the continual evolution of European policy-making processes. We will discover how it should emerge that no single theory is capable of acting as a template for predicting and describing all European policy-making processes.

The course will seek to ensure students have a solid understanding of the theoretical basis of European public policy, the debates and arguments amongst the academic community and the historical evolution of public policy theory.

The five case studies have been selected to provide students with examples of forms of policy-making that support different theoretical constructs i.e. intergovernmental, functionalism, governance etc. as well as provide examples of the 5 modes of policy making.

Lectures 1 to 4 provide the students with the key theoretical concepts, practical tools and understanding that will enable them to analyse and understand European public policy. Starting with the key theoretical frameworks we move to examining the policy process.

Lectures 5 to 6 provide a review of the anatomy of the EU institutions underlining the different policy making context that apply to each EU institution (e.g.

European Commission vs. European Court of Justice). We also examine the role of EU agencies and their differing mandates and competences.

Following this theoretical component the lectures 7 to 11 will move onto a series of core case studies of major European policies. We have selected 5 policy areas that reflect the diversity of EU policy-making as well as draw out the specificities of each policy area. These specificities will then be linked with the theories explored in the first 5 lectures.

Lecture 12 will provide a conclusion that seeks to draw together the main knowledge provided by the lecture series and provide students with the overall picture of European public policy, presented by this course. Students will be equipped with sufficient insight into European policy-making to allow them to draw their own conclusions regarding the theoretical models put forward by academia.

Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none">• Identify and understand the main theories and models of public policy in the European context.• Understand the complexities of modern multiple and multi-level governance.• Understand the evolution of EU policy-making.• Identify key stakeholders and their role in the policy-making process.• Understand the differences in European policy-making according to policy field.
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Global Development Issues

Course Code	ES-ISPAGLOBAL-20
Credits	5 ECTS
Module Manager	Maarten van Munster M.vanMunster@hhs.nl
Entry Requirements	None.
Method	Video lectures and interactive seminars
Assessment	Written exam (open questions and multiple-choice)
Course Material	Handelman, H. (2019). Challenges of the Developing World. (9 th edition), Rowman & Littlefield Publishers
Course Outline	<p>The aim of this course is to provide an introduction to what we commonly refer to as the “Developing Countries”. Students will learn about their social, economic and political context. The role of international political and economic institutions in the area of development will also be examined. Due to the character of the subject, the approach in this module will be interdisciplinary.</p> <p>The first part of the module will deal with general features of developing countries and the historical background of differences in development tracks around the world. After this introduction the issues of economic and social development will be emphasised, along with aspects of ethnic conflict, state-</p>

building, democratisation, and modes of foreign intervention. Finally, different development strategies will be examined. Special attention will be paid to the current debate on the advantages and disadvantages of development aid.

Learning Outcomes	<p>Upon successful completion on the course, students will be able to:</p> <ul style="list-style-type: none"> • Define different concepts of development and show how development is measured by influential international organisations in the field; • Discuss theories on development and industrialisation strategies; • Assess the role of ethnicity and different levels of interethnic conflict in developing countries; • Interpret the concepts of democracy, governance and state building in relation to developing nations; • Clarify the types and goals of military regimes and the accomplishment and failures of these regimes; • Discuss development aid by comparing different forms of aid and their advantages and disadvantages.
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IGOs and INGOs – World Citizenry at Work

Course Code	ES-ISPAIGOING-20
Credits	5 ECTS
Module Manager	Mihaela Anghel M.Anghel@hhs.nl
Entry Requirements	None; please note this is a 1 st -year module and should only be chosen by students who do not have a background in this field. This course is for semester 2 only!
Method	12 Lectures & Seminars
Assessment	<ul style="list-style-type: none"> • One multiple choice question exam at the end of term 3 covering material from block 1: 40% of final mark (exam duration: 90 minutes) • Open question exam at the end of term 4 covering material from block 2: 60% of final mark (exam duration: 90 minutes)
Course Material	Pease, K.K. (2019, 6th ed) <i>International Organizations</i> , (international edition), London: Pearson & Longman
Course Outline	This course is designed to introduce students to the different facets of international governmental organizations/intergovernmental organizations (IGOs) and non-governmental organizations (INGOs). The module will be looking at the development and organization of IGOs and NGOs as well as the different issues in which international organizations are engaging. The module focuses on the role of international organizations within global policy regimes and analyses their role in solving contemporary global issues.
Learning Outcomes	<p>Upon completion the students will be able to:</p> <ul style="list-style-type: none"> • Describe the development of international organizations (IOs). • Outline how IGOs and INGOs shape the global political landscape. • Evaluate the outcomes of IGOs and NGOs activities in different fields. • Recognize the challenge of different global issues and attempts to tackle these by the international community.

Students should also use this module to independently build and deepen the skills introduced in semester 1, in particular the Political Dimension of Europe and Introduction to Research Skills, in terms of lecture note taking, finding sources and organising reading materials.

Institutions of the European Union

Course Code	ES-ISPAINSTEU-20
Credits	2 ECTS
Module Manager	Pieter Pijlman p.pijlman@hhs.nl
Entry Requirements	None; please note this is a 1 st -year module and should only be chosen by students who do not have a background in this field. This course is for semester 2 only!
Method	The module is taught over six weeks and includes lectures of 90 minutes
Assessment	Multiple Choice test
Course Material	<i>European Union Politics</i> , John McCormick, (March 2015), 2nd edition, Palgrave Macmillan, ISBN: 9781137453389
Course Outline	<p>Students will gain an insight into the development of the European Union and its importance in European affairs. The following items are covered:</p> <ul style="list-style-type: none">• The main institutions of the EU and their functioning• The development of the EU through history• Practical examples of how the EU operates in policy areas <p>The lectures are as follows: Lecture 1: Introduction Lecture 2: The European Commission Lecture 3: The Council of the European Union & the European Council Lecture 4: The European Parliament Lecture 5: Court of Justice of the EU and Decision-making in the EU Lecture 6: Other Bodies and Specialised Agencies</p>
Learning Outcomes	<p>Upon successful completion on the course, students will be able to:</p> <ul style="list-style-type: none">• Name key institutional leaders and political groups• Identify the 7 main EU institutions and recall their principal interrelations, structures and functions• Recall the current member states of the European Union, candidates and potential candidates as well as their accessions• Outline and organise the treaties of the European Union• Identify the main European decision-making procedures and legal instruments

International Human Rights Law

Course Code	ES-ISPAIHRL-21
Credits	7 ECTS

Module Manager	Maarten van Munster m.vanmunster@hhs.nl
Entry Requirements	Basic understanding of law. This course is for semester 1 only!
Method	Lectures and seminars
Assessment	Written exam
Course Material	Moeckli, D., Shah, S., & Sivakumaran, S. (2017) International Human Rights Law. Oxford: University Press
Course Outline	<p>A good command of English (reading level C1 CEF) is essential to do well in the course. No legal background is required but A 'feel' for legal material is an asset.</p> <p>The aftermath of the Second World War provided a fertile ground for the creation and promotion of International Human Rights Conventions. The first step in this process was the adoption of the Universal Declaration of Human Rights in 1948. At the moment over 10 different United Nations conventions are in force. On a regional level three legal systems exist, the Inter-American, African and European system. In this module students will specifically focus on the European system. The cumulative effect of both the developments at the UN and the regional levels has led to a situation where Human Rights can no longer be considered as belonging to the domestic jurisdiction of individual states. Human rights standards have become internationalised both legally and politically. Governments experience pressure to observe international standards and can no longer get away by simply denouncing foreign interference within the domestic situation of the country.</p> <p>The module is divided in three parts. Firstly, students will look into the development of Human Rights standards and conventions at the UN level. After that a closer look will be taken at the European system where we will also be examining a legal judgment from the European Court of Human Rights. Finally, students will form groups and study and present one landmark judgment of the ECtHR in class and write an individual essay on the right that was central to the case.</p>
Learning Outcomes	<p>Upon successful completion on the course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the historical and philosophical basis for the development of the law in the field of International Human Rights. • Apply articles from the International Covenant on Civil and Political Rights and the European Convention on Human Rights to a specific case. • Discuss a judgment of the European Court of Human Rights. • Describe the main international legal institutions that are active in the field of HRL, such as the European Court of Human Rights (ECtHR) and the Human Rights Council (HRC). • Discuss and analyse the scope of a specific Human Right by means of a short essay.

International Relations

Course Code	ES-ISPAINTREL-20
Credits	5 ECTS
Module Manager	Antje Grebner a.grebner@hhs.nl
Entry Requirements	None.
Method	6-10 lectures
Assessment	2x 1,000 word essays (50% each)
Course Material	Baylis, J., Smith, S. Owens, P. (2017) <i>The Globalization of World Politics</i> , 8 th edition
Course Outline	The module will present contemporary theories of International Relations. It will outline the basic tenets and differences of these theories and how they are applied to explain and interpret current event in international politics.
Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none">• Explain different theoretical frameworks towards understanding International Relations• Identify and apply academic sources in the field of International Relations• Assess current global issues through International Relations theories• Critically analyse the main characteristic of each of the main International Relations theories.

Media in Contemporary Society

Course Code	ES-ISCMMECOSO-20
Credits	5 ECTS
Module Manager	Dave van Ginhoven d.vanginhoven@hhs.nl
Entry Requirements	None.
Method	Lectures, discussions, and presentations
Assessment	Two in-course assignments and a final exam: Assignment 1 (15%) Assignment 2 (20%) Final exam (65%)
Course Material	Textbook <i>Media Culture and Society</i> (Hodkinson 2 nd edition 2017) material on Blackboard and audio/visual materials used in class
Course Outline	The purpose of this course is to provide students with knowledge and skills to critically analyse the media in contemporary society using a sociological approach. Topics examined in the course include, but are not limited to, media economics, media and political regulations, globalisation and media

Learning Outcomes	In this course students will be presented with a sociological approach to media and gain an understanding of the political, economic, and social aspects of the media in contemporary society.
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Media & Politics I

Course Code	ES-ISPAMEPOI-20
Credits	5 ECTS
Module Manager	Rajash Rawal r.rawal@hhs.nl
Entry Requirements	None.
Method	Lectures and video presentations
Assessment	Assessment will be by way of a final paper/essay.
Course Material	An (electronic) anthology of reading material is made available at the start of the course
Course Outline	Edmund Burke once described the media as the Fourth estate in the political hierarchy after the conventional executive, legislature and judiciary. Subsequently we have witnessed an ever-closer relationship develop between the media and political actors. Hence, this course seeks to examine the role that the media play in various political circles and vice-versa. The central objective of the course will be to familiarise students with the seminal themes and concepts involved in the study of Media and Politics. This aim will be achieved by focusing the course on the core aspects of political communication, the dynamics of visual culture, political advertising and developments in new technologies. The methodology will be to mix conventional lectures with practical examples of media coverage and political interaction. Secondly, the course aims to provide students with a range of contemporary reading material from a wide variety of sources to help them expand their knowledge and awareness. The reading material has been carefully selected to match both the themes of the lectures and the contrasting and comparative scope of the course.
Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none"> • Identify the essential basics of how media and political actors interact • Identify the various ways in which politics use the media • Trace the development of the mediatisation of politics • Trace the development of the politicisation of media

Media & Politics II

Course Code	ES-ISPAMEPOII-20
Credits	5 ECTS
Module Manager	Dave van Ginhoven d.vanginhoven@hhs.nl

Entry Requirements	None.
Method	Interactive lectures to discuss theory & student-led seminars to discuss case studies.
Assessment	A group presentation analysing of the online communications strategies used by a political entity.(30%) An individual essay offering analysis of the role of online communication in current political affairs.(70%)
Course Material	<i>Because this course is about the Internet, the course materials are sourced there. All required reading consists of internet articles, essays, links and videos and is updated throughout the course.</i>
Course Outline	This course aims to give students an introduction to the body of knowledge on the interface between politics and the new media. Politics is everywhere, it is fascinating and exciting. Political parties and politicians are now utilising new technologies as an increasingly important part of their strategies to communicate their message to other politicians, party members and the public at large. As will have been seen by the students in Media and Politics 1 the use of different media require different strategies and thus impact upon the style and often the substance of politics. This module seeks to examine the ways in which politics and politicians have been changed by the use of new technologies and platforms such as social media. It examines the ways in which new ICT's are used and how they fit in with the use of more traditional methods of political communication. The module will be taught in a way that will cover the study as succinctly as possible from an international perspective.
Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none"> • Demonstrate awareness of the fundamental differences and similarities of the Adoption and adaptation of new technologies in differing circumstances. • Identify the various tools of political interaction in the modern world • Create part of their own teaching and learning materials which can be utilised by their peers • Critique the value of such materials via peer review and commentaries • Analyse the fundamental potential shift in the roles of media production and consumption, facilitated by ICT's.

Nation and Identity in Contemporary Europe

Course Code	ES-ISPANICE-20
Credits	5 ECTS
Module Manager	Antje Grebner a.grebner@hhs.nl
Entry Requirements	None.
Method	6 lectures
Assessment	1,500-word essay.
Course Material	Reading material and bibliographies is made available on blackboard and in lectures

Course Outline An examination of the role of national identity in an integrated Europe. The course will look at theories of nationalism, supranationalism and debate the (possible) existence of a European identity.

- Learning Outcomes**
- Analyse the formation processes of collective identities and, in its most successful variety, national identity
 - Explain the relationship between national identities and the future of Europe
 - Analyse the roots of the relationship of member states to the European Union
 - Assess dividing lines in Europe and increasing demands for emphasising national interest instead of a common European interest
 - Evaluate the possibilities for further European integration

NGO Advocacy

Course Code ES-ISPANGOADV-20

Credits 8 ECTS

Module Manager Paul Shotton
p.shotton@hhs.nl

Entry Requirements None. **This course is for semester 1 only!**

Method Combination of lectures, guest lectures, seminars, workshops and field trips.

Assessment 20% of the final grade is assessed through active participation in the lectures and seminars
20% for the presentation and accompanying handouts
60% for the written portfolio

Course Material The course makes use of a range of guides and instructional materials published by International organisations and non-profit NGOs.

Course Outline This course will focus on developing the knowledge and applying these for the development and presentation of an advocacy campaign plan for a case study representing an interest group in the non-profit sector. The course will focus on introducing students to the tools, tactics and strategies that are used by the non-profit sector in advocacy campaigns. Students will research a case study organisation and its issue making use of key European Union document and information databases.

The module will be taught through a combination of lectures and seminars. The seminars will take the form of workshops where students will work through the steps needed to articulate a formulate an advocacy campaign plan for a case study. The advocacy plan will focus on presenting an analysis of the organisation, its issue, the campaign goal and key stakeholders. The students will design a plan making use of a limited selection well-defined of advocacy and campaign strategies, tools and tactics. Students will work in groups to present this plan to commissioning organisations.

Learning Outcomes By the end of the module students will be able to:
Applied skills:

- Identify, categorise, classify and measure lobbying and advocacy tools, tactics and strategies.

Analysis and Synthesis skills:

- Research and analyse a case study organisation and issue using key European Union document and information databases;
- Know how to individually devise an ethical and transparent European Union advocacy plan for a case study interest group (business or non-profit).
- Show how to pitch and present a European Union advocacy plan as a group.

Political Ideology

Course Code	ES-ISCSPOLIDE-20
Credits	5 ECTS
Module Manager	Antje Grebner a.grebner@hhs.nl
Entry Requirements	None.
Method	Workshops
Assessment	Weekly reviews of key texts & one 2000 word essay
Course Material	Goodwin, B. (2007) <i>Using Political Ideas</i> (5 th ed.). John Wiley & Sons, Ltd: Chichester
Course Outline	The Political Ideology course covers the origins of modern political ideology and trace their evolution through history up until today. Students will gain an understanding of the background on different political schools of thought (e.g. liberalism, conservatism, socialism or ecologism). Emphasis will be placed on whether these ideologies offer answers to any of the pressing issues of the 21 st century and how their ideas are used by modern political movements, individuals and groups.
Learning Outcomes	Upon successful completion of the module, students will be able to: <ul style="list-style-type: none"> • Identify and understand all major political ideologies and their validity in contemporary politics, • Identify schools of thought and develop an argument based on different approaches towards politics, • Categorise political contexts and processes from an ideological point of view and be able to analyse these from an academic perspective.

Public International Law

Course Code	ES-ISPAPIL-21
Credits	8 ECTS (semester 1) & 5 ECTS (semester 2)
Module Manager	Mari-Jose Weijerman m.j.weijerman@hhs.nl
Entry Requirements	A good command of English (reading level C1 CEFRL) is essential to do well in the course. No legal background is required but a 'feel' for legal material is likely to be an asset.

Method	Teaching will be mainly by means of participatory workshops and seminars, although there may be mini-lectures from time to time where the need arises.
Assessment	Group case assignment (presentation + essay) Comprehensive final exam (written) Individual paper (essay)
Course Material	Jan Klabbers (2020), <i>International Law</i> , (2nd ed.), Cambridge University Press.
Course Outline	<p>The objective of this course is to provide students with legal and generic knowledge on Public International Law (PIL). Relations between states are governed by the policies of international law; critical knowledge of international law therefor represents an indispensable precondition for the understanding of complex relations on the international stage. PIL consists of rules and principles of general application dealing with the conduct of states and of international organizations and with their relations inter se as well as with some of their relations with persons, whether natural or juridical. It is concerned with questions such as the settlement of disputes by peaceful means, legal restraints on the use of force in international relations, title to territory and diplomatic relations. In this context, this module places special emphasis on the relationships between these areas of international law within the UN system</p> <p>The module also provides a basic introduction of the specific fields of international Humanitarian Law and International Criminal Law. The historical foundations of IHL/ICL will be explained.</p> <p>The key principles of International humanitarian law as well as the current challenges will be discussed. Furthermore, the role of the courts and tribunals in the field of ICL will be explored and we will look into the core crimes and the Rome statute of the ICC</p>
Course Outline	<p>Upon successful completion on the course, students will be able to:</p> <ul style="list-style-type: none"> • Have knowledge and understanding of the function, sources and major principles of IL (excluding the area of Human Rights & International Criminal Law) • Have an understanding of the making of treaties and their importance in int. relations • Appreciate the possibilities and limitations of international dispute resolution. • Be able to deal with problems that have international legal implications: territory, law of the sea, state responsibility and the use of force. • Be able to deal with problems that have international legal implications: analyse problem questions; set out the fundamental principles involved in the questions; apply those principles and show an awareness of alternative arguments. • Have knowledge of the structure and powers of the main institutions involved in the field of PIL and the resolution of disputes. • Explain the historical foundations and fundamental principles of IHL. • Discuss the role of courts and tribunals active in the field of ICL.

The Legal Dimension of Europe

Course Code ES-ISPALGD14-20

Credits	Semester 2: 4 ECTS
Module Manager	Maarten van Munster M.vanMunster@hhs.nl Isabel Düsterhöft i.k.dusterhoft@hhs.nl
Entry Requirements	None.
Method	Video lectures and interactive seminars
Assessment	Semester 1: A written exam with open questions (80%) and a case (20%) Semester 2: A written exam with open questions
Course Material	Davies, K. <i>Understanding European Union Law</i> (2019) 7 th edition Oxon: Routledge. Ooik van et al. <i>European Basic Treaties</i> (2012) Deventer: Kluwer
Course Outline	This module will look at the legal dimension of Europe. How does the EU transform policy areas into binding laws? How is judicial protection arranged under the Treaty for the institutions, member states, its citizens and businesses? How does European law affect the internal market? The origin, the organisation and the procedures of the European Council, the European Commission, the European Parliament and the European Court of Justice are dealt with, as are the powers and tasks of these institutions. Examples of the free movement of goods, persons and competition law will be examined.
Learning Outcomes	Upon successful completion on the course, students will be able to: <ul style="list-style-type: none"> • Understand the characteristics of the European Union's legal order. • Understand decision-making procedures and secondary legislation. • Identify the system of judicial protection in the EU. • Understand the role of the CoJEU, the General Court and national courts in European Law. • Understand the legal mechanisms of the free movement of goods, persons, freedom to provide services and the freedom of establishment. • Understand the importance of competition law as an essential complement to the internal market.

The Political Dimension of Europe

Course Code	ES-ISPADIMEUR-20
Credits	3 ECTS
Module Manager	Mihaela Anghel M.Anghel@hhs.nl
Entry Requirements	No previous knowledge required
Method	Lectures and seminars
Assessment	Written exam with open questions
Course Material	Heywood, A. (2015) <i>Key Concepts in Politics and International Relations</i> , 2nd edition, 2015, Palgrave
Course Outline	This course is intended to build student understanding of Europe as a political space. Students will be introduced to key concepts and issues in political

science. Among others, we address questions such as what a state is, how democracy can be understood, what liberalism is, which role a Prime Minister has, what a political party is, how elections work. The course has two broad objectives. Firstly, it aims to introduce students to the theoretical and practical study of politics in a European and international context. Secondly, it strives to provide students with the opportunity to reflect critically on the strengths and weaknesses of the political institutions and processes studied. The overall goal of the course is to increase students' knowledge of and sensitivity to European political diversity.

Learning Outcomes	<p>Upon successful completion of the module, students will be able to:</p> <ol style="list-style-type: none"> 1. Define fundamental concepts in political science. 2. Illustrate the key definitions from political science with appropriate real life examples drawn from European and/or international politics. 3. Examine and evaluate the main political processes and institutions across Europe and globally. 4. Adequately use the language of political science. 5. Recognize essential information from reading materials and design effective study notes. <ul style="list-style-type: none"> • Show awareness of political diversity at the European and global level.
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6.7 Modern Foreign Languages

Based on availability, there will be courses offered in **French, Spanish and/or German**. You will receive more information on this during the mandatory introduction period.

English for Guest Students (intermediate)

Course Code	ES-ISENGINTER-20
Credits	2 ECTS
Module Manager	Maria Pau m.p.pau@hhs.nl
Entry Requirements	None
Level	Intermediate Professional English B1-B2
Method	Seminars
Assessment	Oral Exam (50%) & written exam (50%)
Course Material	Module book provided by the English department
Course Outline	<ul style="list-style-type: none"> • meeting practice & language • presentation language • business English vocabulary (BEC) • business emails
Learning Outcomes	<p>Students will</p> <ul style="list-style-type: none"> • develop their business/professional vocabulary, meeting & presentation vocabulary, their overall fluency and business writing skills

- increase their fluency and confidence in communicating in English in a professional setting

Language Partner Programme

Course Code	ES-ISECULPP-19
Credits	1 ECTS per 28 hours spent on behalf of the programme plus a Certificate stating the time dedicated and credits gained
Module Manager	Graziella Rais m.g.rais@hhs.nl
Entry Requirements	Native speaker of target language
Method	Regular appointments with tutee(s); instruction provided by co-ordinator
Assessment	Individual logbook, brief report, final chat with co-ordinator
Course Material	Manual and 6-step guidelines provided when matched
Course Outline	The Language Partner Programme is a tutoring programme in which students help their peers to enhance foreign language skills. Native speakers can register and are teamed up with 1-3 'pupils' to practice language skills and cultural and social activities.
Learning Outcomes	The students: <ul style="list-style-type: none"> • Acquire a basic skills in tutoring peers • Gain an understanding of language learning • Acquire intercultural skills

Survival Dutch

Course Code	ES-ISDUTSECLE-20
Credits	2 ECTS
Module Manager	Ms Marja van Dijk m.vandijk-1@hhs.nl
Entry Requirements	None
Method	Group work led by a faculty member. The module is designed to equip students with skills to communicate in everyday situations (introducing oneself, shopping, etc.).
Assessment	Oral Exam (30%) & written exam (70%)
Course Material	Student Manual (to be found on Blackboard) <i>Nederlands in gang Methode NT2 voor hoogopgeleide anderstaligen</i> , Berna de Boer, Margaret van der Kamp, Birgit Lijmbach, Uitgeverij Coutinho, ISBN: 9789046905609 third edition (included is the log-in code for the online material)
Course Outline	Students can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. They can introduce themselves and others and can ask and answer questions about personal details such as where they live, people they know and things they have. They can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

Learning Outcomes	After successfully completing the Survival Dutch course, students will be able to communicate on Level A1 (Basic User) of the Common European Framework of Reference for Languages (CEFR).
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6.8 Projects

Europe 21

Course Code	ES-ISPREDU21-20
Credits	6 ECTS
Module Manager	Ben van der Sluijs b.c.vandersluijs@hhs.nl
Entry Requirements	None.
Method	In student teams of five/six students. Each team carries out their own assignment.
Assessment	<ul style="list-style-type: none"> • The project concludes with the groups presenting their reports to a jury comprising two external jurors (their assignment providers) and an internal juror. The presentation is followed by a Q & A session and feedback. • The supervisor of each team assesses the quality of the organisation of the team. • Students register for the projects as with the other courses.
Course Material	The assignment. The online manual with instructions for participants
Course Outline	The project assignments are provided by internationally orientated organisations. The basic idea is that students will gain a practical insight in a contemporary theme which combines both the public and private sectors by conducting independent research on an assignment commissioned by a real assignment provider from the world of work. The assignments are problem areas these organisations are faced with and our students are expected to find realistic solutions. The organisation assigns a person that supports the student team. The project starts in November/April and lasts for six weeks.
Learning Outcomes	After the project students: <ul style="list-style-type: none"> • Can work with a structured plan of action • Can work in a multicultural team • Can communicate with an external assignment provider • Do research on a real project • Write a professional report for an external assignment provider • Know how to work with a fixed budget • Experience to give a presentation for an international jury

The Hague Summit +20

Course Code	ES-ISTHS20-20
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Credits	5 ECTS
Module Manager	Ernst van Weperen E.J.vanWeperen@hhs.nl
Entry Requirements	None. This project is for semester 1 only!
Method	First term: (Guest) lectures and self-study Second term: (Guest) lectures and portfolio research
Assessment	Written exam and group assignment with individual element
Course Material	Online articles
Course Outline	<p>Term 1 - Introduction to Sustainable development, the history of large summits and the point of view of the various stakeholders involved (term 1, semester 1) Term 2 – Development of a group paper containing both position and forward looking strategy and plan of action (term 2, semester 1).</p> <p>The Hague summit +20 introduces students to one of the arguably most urgent questions of 21st century modern society; how to sustain an acceptable level of wealth for over 7 billion people on our finite planet. The title “The Hague Summit +20” derives from one of the largest international multi stakeholder conferences in recent times; The United Nations Conference on Sustainable Development, also known as Rio+20.</p> <p>Students will be divided into groups that represent the organisations that were present during the summit. Students will defend the point(s) of view of those organisations. And they will also learn to compromise without losing sight of the goals their organisation aim to achieve</p>
Learning Outcomes	<p>After successful completion of this course the student will be able to:</p> <ul style="list-style-type: none"> • Describe various global challenges society faces as well as the organisations and prominent schools of thought that aim to address those challenges • Summarise prominent schools of thought on sustainability • Explain potential reasons for successes and failures of the summit • Compare prominent schools of thought and various stakeholder points of view with published scientific articles • Compose a substantiated paper that articulates the desired outcome of the debate respecting all stakeholder groups