Academic Guide for Guest Students

European Studies & Communication Management
faculty of management and organisation
The Hague University of applied sciences

Academic Year 2017-2018

Disclaimer:

The information contained in this guide is, to the best of our knowledge, true and accurate at the time of publication and is solely for information purposes. Changing circumstances may cause alterations in its outline at any time. The programmes European Studies & Communication Management of The Hague University, accept no liability for any loss or damage howsoever arising as a result of use or reliance on this guide or on the information thereon or in respect of information accessed via any links from the Web pages.

Mission Statement

The programmes of European Studies & Communication Management (ESCM) are firmly committed to maintaining and developing the international character of its educational programmes. They seek to broaden academic and vocational links with Institutions and Organisations both within Europe and beyond, through such diverse activities as student and staff exchanges, curriculum development and participation in other educational initiatives. By placing an international dimension at the centre of policy objectives, a learning environment will be fostered to increase and enrich the opportunities available to both students and staff of the Institute, and those of our partner institutions and organisations.

The mission of the programmes is to provide students with the broadest professional, academic and personal experience of the world during their time with us in order to equip them with the necessary tools to be able to operate successfully in the global community dealing with the emerging issues of the 21st century world.

Foreword

At European Studies and its sister Communications programme, we pride ourselves on our international atmosphere. Within our undergraduate programmes we have a large number of non-Dutch students who come to spend their entire study period with us. Add to this the 200 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 important part of our institute and we refer to them as 'guest students'.

To reflect the international dimension 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 own level and further enhance their skills. We believe this is vital in helping you become global citizens that are able to meet the challenges of modern society, thus increasing both your employability and social awareness. These are important considerations in our university and ones we are happy to share with you.

This guide aims to outline the study programme and facilities available for our guest students.

The information given in this guide is general and brief, 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 they should learn something about their host country.

The majority of our courses run twice in the academic year; that is, both the first and second semester, unless indicated in this guide.

We hope that all our guest students enjoy their stay in The Netherlands and that they will thrive from the challenges and opportunities we have to offer them. We shall certainly do everything possible to make their stay with us rewarding and look forward to having you here.

Rajash Rawal
Director Faculty Management and Organisation
March 2017

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INFORMATION ABOUT ESCM, THE HAGUE UNIVERSITY OF APPLIED SCIENCES & THE NETHERLANDS

INTRODUCTION

The vast majority of institutions of higher education in The Netherlands are state-funded. They fall into two categories. There are around 20 traditional 'research' universities, and over 50 Universities of Applied Sciences *(Hogescholen)*, whose emphasis is on 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 world of work. 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 normally 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 and Communication Management are multi-disciplinary and internationally orientated educational institutes which aim to provide their students with qualifications enabling them to start a career in a wide range of jobs with international aspects.

INTERNAL ORGANISATION OF ESCM

THUAS comprises 7 faculties, each with between 1000-3500 students. The programmes European Studies and Communication Management are part of the Faculty Management and Organisation. The faculty has around 5000 students and around 260 staff members. We are run by a faculty director. The degree programmes offered by the faculty are run by programme directors and programme co-ordinators. The programme director and programme co-ordinators form the management of each of the programmes.

With over 100 exchange partners around the world, ESCM has compiled a team of dedicated and enthusiastic people to run its international affairs. We have a core organisational team and a number of so-called 'Country Tutors' who are on hand to assist 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 them can be found on the website of THUAS.

WHO'S WHO IN INTERNATIONALISATION 2017-2018

Name	Tasks
Claudia Bulnes Sánchez *Mobility Co-ordinator* *Exchange Student Co-ordinator* Tel: +31 70 445 86 78 Email: C.BulnesSanchez@hhs.nl	• general responsibility for international development and administration • all general academic and social matters concerning guest students
Eveke de Louw *Co-ordinator of Internationalisation* *International Activities Co-ordinator* Tel: +31 70 445 86 56 Email: E.E.deLouw@hhs.nl	• responsible for internationalisation policy • responsible for social and integration activities for international students
Geoffrey Lord/Rebecca Kleiweg *Study Abroad Co-ordinator* Tel: +31 70 445 86 91 Email: G.W.Lord@hhs.nl/R.KleiwegdeZwaan@hhs.nl	• responsible for information, selection and placing abroad of ESCM students
ESC Mobility Office Tel: +31 70 445 86 56 Email: exchange-escm@hhs.nl	• responsible for administrative matters of guest students

COUNTRY TUTORS

Our Country Tutors are responsible for day-to-day contacts with partner institutions, contact persons for guest students for academic and social support.

Country Tutor	@	+ 31 70...	Country
Ms. M. Anghel	M.Anghel@hhs.nl	4458693	Bulgaria & Romania
Ms. H. Bitton	H.Bitton@hhs.nl	4458565	Sweden, Norway
Mr. R. Barroso	R.Barroso@hhs.nl	4458679	Spain, Mexico, Argentina & Chile
Ms. N. van Campenhout	N.vanCampenhout@hhs.nl	4457063	Australia, Korea, Japan, Thailand
Ms. E. van Driesum	E.L.M.vanDriesum@hhs.nl	4458697	Italy
Ms. A. Díaz	A.Diaz@hhs.nl	4458668	Spain

Ms. E. Gabrovska	E.M.Gabrovska@hhs.nl	4457458	Estonia, Latvia & Lithuania
Mr. P.D Le Coq	P.D.leCoq@hhs.nl	4458550	Belgium (Flanders), Malta
Mr. G. Lord	G.W.Lord@hhs.nl	4458691	USA & Canada
Mr. M. van Munster	M.vanMunster@hhs.nl	4458695	Portugal, South Africa & Brazil
Ms. E. Vilanova Escrig	E.VilanovaEscrig@hhs.nl	4458627	Czech Republic, Hungary & Poland
Ms. M. Pau	M.P.Pau@hhs.nl	4458472	UK & Ireland
Ms. A. Grebner	A.Grebner@hhs.nl	4458761	Russia
Ms. van der Star	J.L.vanderStar@hhs.nl	4458670	USAC, free movers
Mr. Groenemans	B.J.Groenemans@hhs.nl	4458657	France
Ms. A. Szabo	A.Szabo@hhs.nl	4458686	Denmark, Finland & Iceland
Mr. F. Termes	F.M.Termes@hhs.nl	4458667	Germany, Austria, Switzerland
Ms. I. Theron	I.C.Theron@hhs.nl	4458565	France, Wallonia
Mr. B. Verbeek	B.Verbeek@hhs.nl	4457586	Indonesia
Ms. U. Yugruk-Planken	U.Yugruk-Planken@hhs.nl	4458600	Turkey, Greece

STUDENT ACTIVITIES

Aside from the academic programme, European Studies & Communication Management also has a number of student-run bodies who help in the organisation and running of the faculty. Their purpose is to organise extra-curricular activities and to help promote the international atmosphere within the campus. These student bodies also take part in 'academic conversation' with the management to ensure the students' voice is heard. The bodies include:

HEBOS

HEBOS is the largest student organisation at European Studies & Communication Management. It caters for all 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 The Hague University. HEBOS tries to reach these aims by organising all kinds of social and cultural events, including sports activities.

ESCM 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 commission. The council is there to listen to complaints from students about matters relating to ESCM and to make its own contribution towards improving the situation for students. One or two members of the student council take part in the Educational Committee.

Sports Office

THUAS organises a large number of sports activities. Students can take part in these on the basis of a small contribution.

STUDENT COUNSELLING & SUPERVISION

European Studies & Communication Management have a counselling system in place to help students facing problems that may affect their study results. Our Guest Students are also encouraged to speak to their Country Tutor (see above) and/or the Mobility Co-ordinator in order to alleviate their problems.

THUAS has a central student counsellor, who is independent of the European Studies and Communication Management programmes. He advises students on all kinds of matters ranging from study grants and housing, to other programmes of study inside and outside THUAS. He 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, but in this case they can also choose to go to their Country Tutor or the 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 expert agencies outside the university.

THUAS also has a student psychologist. The problems students see themselves confronted with are very diverse. Sometimes they lose the motivation to continue their studies or they suffer from a fear of failure; sometimes very serious things occur, such as psychiatric disorders. The psychologist provides short term care.

RULES REGARDING ATTENDANCE

In the case of a number of 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 in the Blackboard pages of the course/s in question. If a student fails to attend the minimum number of times he is not awarded any credits for the module.

Students are expected to be on time for classes. If a student comes to class late, the lecturer concerned may refuse him/her entry.

RULES REGARDING SOURCE REFERENCING

During your studies at European Studies and Communication Management you are expected to use the documentation style of the American Psychological Association (APA). These rules, known as APA style, are laid down in a student manual, which is published on the university 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 will be referred to the ESCM Exam Board.

COMMUNICATION & FACILITIES

European Studies and Communication Management can be reached through the general reception desk at:

Telephone	+31 70 445 86 00
Fax	+31 70 445 86 25
E-mail	escm-receptie@hhs.nl

HOW STUDENTS CAN 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 normally via reception and through staff pigeonholes outside reception hours.
- Staff have certain office hours reserved to see students. During term-time students can go and see staff then. In weeks in which there is no teaching they can make appointments through reception, directly with the lecturer they wish to speak to or via e-mail.
- Members of staff can be asked short questions through e-mail. Students can normally expect to get an answer to e-mail questions within 3 working days.

HOW STAFF CONTACT STUDENTS

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

- Through the Guest Student pigeonholes on the fourth floor of the Oval building.
- Through e-mail. All European Studies students have their own e-mail address. The Digital Learning environment “BlackBoard” is also commonly used.
- Through study-related announcements published on the university portal (http://portal.hhs.nl/).
- If necessary for reasons of confidentiality, ESCM will try to contact a student through other methods, for instance by phone or by post. For that reason it is absolutely necessary that ESCM has up-to-date information about a student’s address and phone number. Should any changes occur in the course of the academic year, please tell the International Office.

ESCM COMPUTER FACILITIES

Besides general study plazas for students, there are several rooms containing computers used for classes and student purposes, all on the third floor.

- room OV. 3.39 22 computers
- room OV. 3.41 20 computers

- room OV. 3.43 22 computers
- room OV. 3.67 16 computers
- room OV. 3.73 16 computers

Outside the periods during which classes take place, these computer rooms may be used by ESCM students for homework assignments related to ICT or other subjects. For this purpose computers must be booked through the helpdesk. 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:

- Eating or drinking in the computer rooms is not allowed.
- Prints have to be paid for. This is done by using the so called Campus Card which must be previously charged. Students can get a Campus Card upon arrival.
- Everyone who has worked in one of the computer rooms is obliged to log off correctly and to switch off the computer before leaving the room.
- Students who wish to complete an assignment on a computer are strongly advised **not** to wait until the very last moment; the number of computers is limited.
- Guest Students will receive their personal username, password and temporary e-mail address once they register at THUAS. These will give the students random access to all public computers (including free internet access) within the University premises during the daily opening hours.

THE LIBRARY, A MULTIMEDIA LEARNING CENTRE

The library has a large collection of books, nearly 900 magazines, Dutch and foreign newspapers and a large collection of graduation essays. Because of its digital catalogue and excellent electronic sources of information, the library provides excellent facilities to students and staff. It is open to students registered at THUAS and to members of staff.

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 Thursday 09.00 am – 09.00 pm
Friday 09.00 am – 06.00 pm

Opening hours Study Plaza:
Monday to Thursday 09.00 am – 10.00 pm
Friday 09.00 am – 06.00 pm

During the holiday periods opening hours may be different.

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 the following items are allowed simultaneously.

There is also 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. Please check: http://sites.thehagueuniversity.com/library/digital-library

For more information about borrowing library items, the library catalogue, workshop/training courses available for students, facilities and house rules, please consult: sites.thehagueuniversity.com/library

If you have any questions you can visit the library and ask a staff member or contact our electronic information desk:
http://sites.thehagueuniversity.com/library/help/e-helpdesk

CATERING

Food and beverages may be obtained from the central restaurant, from the Light House cafe and from vending machines. In all cases payment is through chip cards. The central restaurant (OV 0.68) has the largest selection of items. The central restaurant also has halal products. The meals must not be taken out of the central restaurant. It is open during term-time from 8am to 9pm. During the holiday periods the opening hours are: 11am-3pm.

THE CAMPUSCARD

An electronic purse system has been introduced at THUAS for buying things like food and drinks at the canteen and making copies on the copy machines, so it is not possible to pay in cash inside the university. THUAS therefore supplies exchange students with a special student chip card (CampusCard), which they will receive during the orientation period. To add money 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 machines at the THU building). It is not possible to charge the CampusCard with foreign bank cards so make sure you get a PayPal account online so you can use it upon arrival at THUAS.

Alternative, food and drinks can be bought at THUAS with a Dutch bank card, which you will receive upon opening a Dutch bank account.

MEDICAL CARE

In case of illness, students can contact a General Practitioner. More information upon arrival.

INFORMATION ABOUT THE ACADEMIC PROGRAMME

The European Studies and Communication Management programmes award a Bachelor's degree. Both programmes are offered in 2 formats – a 4-year programme and a more intensive 3-year programme. European Studies is fully taught in English and so is the 3-year programme of International Communication management. The 4-year programme of Communication Management is taught in Dutch.

TIMETABLES, EXAM DATES & YEAR CALENDAR

There are four terms and timetables will differ from term to term.

Class hours are the following:

1. 08.45 am – 09.30 am
2. 09.35 am – 10.20 am
3. 10.30 am –11.15 am
4. 11.20 am – 12.05 pm
5. 12.15 pm – 13.00 pm
6. 13.00 pm – 13.45 pm
7. 13.50 pm – 14.35 pm
8. 14.45pm – 15.30 pm
9. 15.35 pm – 16.20 pm
10. 16.30 pm – 17.15 pm

In weeks with less than five working days the timetable is adjusted so that as many classes as possible can take place.

CHANGES TO THE ACADEMIC CALENDAR

It is emphasised that when planning their holidays students must stick to the official holiday periods. **It is sometimes necessary for ESCM to change dates and schedule exams or lectures on dates originally planned as lecture-free or exam-free days**. However, no changes will be made to the official holiday periods.

EXAM DATES

At the start of the year the exam schedule is published, so that students can plan ahead. 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 other times. When this happens, it is to accommodate certain groups of students for whom the original schedule poses serious problems. Students will be informed of any changes through Osiris during the semester. A noticeboard outside reception is also used in case of last- minute changes and should be checked every day.

YEAR CALENDAR 2017-2018

The academic year is divided into two semesters. Each semester is divided into two terms of some 9-10 weeks. In each term there are six-seven weeks of lectures and students sit examinations at the end of each term. Resits of one term take place after the next term, except for term 4 where resits are offered in August.

The **provisional** list of holiday dates is as follows:

28 Aug	**Start Introduction Period Semester 1**
16-20 Oct	Autumn Break
23-27 Oct	Exams term 1
30 Oct-3 Nov	Exams term 1
25 Dec–5 Jan	Christmas Break
8-12 Jan	Exams term 2/Re-sit exams term 1
15-19 Jan	Exams term 2/Re-sit exams term 1
30 Jan	**Start Introduction Period Semester 2**
26 Feb-2 Mar	Re-sit exams term 2
3-6 Apr	Exams term 3
9-13 Apr	Re-sit exams term 2
27 Apr	King's Day
7-11 May	Re-sit exams term 3
14-18 May	Re-sit exams term 3
4-8 June	Exams term 4
11-15 June	Exams term 4
18-22 June	Re-sit exams terms 3 and 4
25-29 June	Re-sit exams term 4
(20-24 Aug	*Re-sit exams term 4)*

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

Within the above calendar, the exact semester dates will be determined. Both the 1st and 2nd Semesters are opened by a week-long orientation period for Guest Students, thus students should be aware that they are required to be in The Hague one week before classes start.

NUMBER OF MODULES & CREDIT POINTS

Nearly all our modules carry a study-load of approximately 60 hours. This includes preparation for classes, attending classes, self-study, sitting the exam or writing a paper.

Most of the subjects listed in this brochure are worth 2 to 5 ECTS (European Credit Transfer System). We consider a full semester programme to be from 27 to 30 ECTS points. 'Introduction to Dutch Culture and Society' is compulsory. Students who stay a whole year only have to follow this subject in the first semester.

Most courses have around 10-12 contact hours. For Italian students this is far less than the hours usually studied per course, for Scandinavians it is reasonably similar. Some students feel that they do not have enough time to complete the content of each module, so be prepared to adapt your study habits to the new system. Group work may also be unusual practice to students, but many agree that this provides a great 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 class per week although some are semester modules. Missing classes can become hazardous to your grades, since for most modules, missing a week is equal to 1/6 of a module.

Please also note that classes have restrictions on student numbers. Hence registration is very important; if you fail to register, you will lose your place on the course. Some modules run for the whole semester, if you start a module in term 1 (3) you are expected to complete it in term 2 (4).

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

COURSE MATERIAL

European Studies and Communication Management publish module books and readers for most subjects on its electronic learning environment called 'Blackboard'. 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 very limited 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, then you should order the book as soon as you know what your subject choice will be, particularly for subjects offered in the first half of the semester.

REGISTERING FOR COURSES

Students will make a preliminary registration online through the *Osiris* tool. Upon registration at THUAS, students will receive a link inviting them to pre-register for courses. Once in The Hague, they will need to confirm their registration for those courses after publication of the timetable. 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.

THE ACADEMIC PROGRAMME

COURSE LIST 2017-2018:

Year	Subject	Offered in term(s)		ECTS credits
		Semester 1	Semester 2	
	Compulsory Course			
n/a	Introduction to Dutch Culture & Society **COMPULSORY MODULE**	1&2	3&4	2
	Business Management			
1	The Business Dimension of Europe	2	-	3
1	Foundations of Marketing	-	3&4	5
1	Management of Organisations in Europe	-	3	2
2	Strategic Planning in the Private and Public Sectors	1	-	2
2	Introduction to Export Management	1&2	3&4	6
2	Strategic Export Marketing Plan **Entry Requirement: registered for Introduction to Export Management**	1&2	4	4 (sem. 1) 3 (sem. 2)
2	Multicultural Consumer Behaviour	1	3	5
3	International Marketing	2	4	3
3	Consultancy Skills	2	-	5
3	Corporate Governance	-	3	5
3	Marketing Planning & Strategic Management	1&2	3&4	5
4	Financial Accounting	1	3	5
4	Cost Accounting	1	4	5
4	Strategic Management (Simulation Game) **Entry Requirement: registered for Financial Accounting**	1	3&4	5
4	European Business & Economic Competitiveness	1	-	4
	Communication Management			
1	Introduction to Organisational Communication I	1	-	3
1	Introduction to Organisational Communication II	2	-	3
1	Communication and Behaviour	-	3&4	4
1	Critical Thinking Skills	1	-	2
1	Branding and Integrated Marketing Communication	-	3	3
1	Digital Communication	-	4	3
1	Ethical Communication	-	4	3
1	Introduction to Communication	-	3	3
1	Digital Writing Skills	-	4	2
2	Intercultural Communication	1 & 2	3	4
2	Public Communication	1	-	3
2	Corporate Communication	1	-	3
2	Project Public Communication **Entry requirement: registered for Public Communication**	2	-	4

2	Budgeting and Project Management	1	-	3
2	Media Relations	1	-	3
2	Content Analysis	2	-	2
3	Change Management	1	-	3
3	Placement Survival Skills	1	-	2
3	Journalism and Media	1	3&4	15
3	Introduction to Sustainability and Stakeholder case studies	-	3	11
3	Communicating with Stakeholders **Entry Requirement: registered for Introduction to Sustainability and Stakeholder case studies**	-	4	4
3	Crisis Communication	-	3&4	15
4	Internal Communication	-	4	3
4	Media Theory	-	3	3
4	Marketing Communication	-	3	3
4	Media in Contemporary Society	1	3	5
	Cultural & Society Studies			
1	The Cultural Dimension of Europe	1	-	3
2/3	Issues in 21st-Century European Society	1	3	3
3	Cultural Theory & Popular Culture	1	3	5
3	American Studies	2	4	5
3	The History of Europe through Music	1&2	3&4	5
3	Women & Society	1&2	3&4	5
3	Art & Globalisation	2	4	5
3	Personal Leadership	1	4	5
3	Sex and the Media	-	3	5
3	Society and Culture in the English Speaking World: Great Britain & Ireland	-	3	5
3	Society and Culture in the English Speaking World: The Americas	-	3	5
3	Society and Culture in the English Speaking World: Australasia and Africa	-	4	5
3	Italian Politics and Society - Political and economic developments in Italy: 1943-2001	-	3&4	7
3	Italian Politics and Society - Italian Society: the legacy of the past and contemporary mass culture **Entry requirement: registered for Italy Studies – Political and economic developments in Italy: 1943-2001**	-	3	4
3	Italian Politics and Society - When business, media and politics meet: the case of Silvio Berlusconi **Entry requirement: registered for Italy Studies – Political and economic development in Italy: 1943-2001 AND Italy Studies – Italian Society: the legacy of the past and contemporary mass culture**	-	4	4
3	Powerhaus Germany: Politics and History in Germany	-	3&4	5
3	Powerhaus Germany: Post-War German Economy	-	3&4	5
3	Powerhaus Germany: German Post-War Culture	-	3&4	5
4	Philosophy, Art and Culture: Art History	-	3	7
4	Philosophy, Art and Culture: Philosophy of Art	-	3	3
4	Philosophy, Art and Culture: Aesthetics	-	4	5
4	Political Ideology	1	3	5
4	Religious Ideology & Iconography	1	3	5

4	Ideas **Entry requirement: registered for Political Ideology AND Religious Ideology & Iconography**	1	4	5
	Law, Politics and Administration			
1	The Political Dimension of Europe	2	-	3
1	IGOs and INGOs – World Citizenry at Work	-	3&4	5
1	Institutions of the EU	-	3	2
2	Decision Making in the EU	1&2	3&4	5
2	European Public Policy	1&2	-	5
2	International Relations	1&2	3	5
2	Nation and Identity in Contemporary Europe	2	4	5
2/3	Contemporary European Politics	1&2	4	5
3	The Legal Dimension of Europe	1&2	3&4	5 (sem.1) 4 (sem.2)
3	Global Development Issues	2	4	5
4	Media & Politics I	1	3	5
4	Media & Politics II	1	4	5
4	Public International Law	1&2	3&4	5
4	International Humanitarian Law and International Criminal Law	1&2	-	5
4	International Human Rights Law	1&2	-	5
	Modern Foreign Languages			
1	Survival Dutch	1&2	3&4	2
na	English for Guest Students (intermediate)	1&2	3&4	2
na	French for Beginners (provisional course offer)	1&2	3&4	3
na	German for Beginners (provisional course offer)	-	3&4	3
na	Italian for Beginners (provisional course offer)	-	3&4	3
na	Turkish for Beginners (provisional course offer)	1&2	3&4	3
na	Chinese for Beginners (provisional course offer)	1&2	3&4	3
na	Russian for Beginners (provisional course offer)	1&2	3&4	3
na	Spanish for Beginners (provisional course offer)	1&2	3&4	3
na	Language partner programme	1&2	3&4	1
	Project			
3	Europe 21	-	4	6
2	The Hague Summit +20	1&2	-	5

Other courses may still be added for the academic year 2017-2018 and some may be dropped after the publication of this guide. European Studies and Communication Management cannot guarantee that where a course is oversubscribed students will be offered a place in it.

COMPULSORY MODULE

Introduction to Dutch Culture & Society	
Credits	2 ECTS
Entry Requirements	**This course is compulsory**
Method	Guest seminars, with an opportunity for class discussion, organised field trips, discussion sessions with Dutch students, individual and group assignments
Course Material	Module book available online
Course Outline	The students will be familiarised with Dutch history, art, media, political system and economy. Moreover, students will acquire a basic knowledge of the Dutch people and Dutch culture

BUSINESS MANAGEMENT

The Business Dimension of Europe

Credits	3 ECTS
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	• Exam (multiple choice questions) (65%) • Case study (report) (35%)
Course Material	Ebert RJ & RW Griffin, *Business Essentials*, Pearson, 8th edition, 2011, ISBN: 978-0-13-802161-0 or a more recent edition
Course Outline	The main themes to be explored in the module are: • 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	After completing this course students should be able to: • 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

Foundations of Marketing

Credits	5 ECTS
Entry Requirements	None; please note this is a 1st-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	Lectures
Assessment	Exam (multiple choice questions) (80%) and in class assignment (20%)
Course Material	Armstrong and Kotler, *Marketing: An introduction,* Pearson, 13th or latest edition.
Course Outline	• 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	After successful completion of this course students are better prepared for a career as a marketer in a private or public organization. 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. Students are able: • 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.

Management of Organisations in Europe

Credits	2 ECTS
Entry Requirements	None; please note this is a 1st-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	Lectures
Assessment	Exam (multiple choice questions)
Course Material	Ebert RJ & RW Griffin, *Business Essentials*, Pearson, 8th edition, 2011, ISBN: 978-0-13-802161-0 or a more recent edition
Course Outline	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 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	After completing this course students should be able to: • 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

Strategic Planning in the Private and Public Sectors

Credits	2 ECTS
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. • Week 1: What is strategy? • Week 2: Strategies in the public and private sectors • Week 3: Management models for the public and private sectors • Week 4: Strategies in shared economy • Week 5: Strategic planning in the public sector • Week 6: Public-private partnerships
Learning Outcomes	After completing this course students should be able to: • 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 organizations

Introduction to Export Management

Credits	6 ECTS
Entry Requirements	None
Method	Lectures
Assessment	Exam (open questions and case study)

Course Material	J. Veldman, *Export Management: A European Perspective*, Groningen: Noordhoff, 1st edition, 2010, ISBN: 978-90-01-700324
Course Outline	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: • Why a European entrepreneur needs to export • How to write an export plan
Learning Outcomes	After completing this course students should be able to: • 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

Strategic Export Marketing Plan	
Credits	Semester 1: 4 ECTS Semester 2: 3 ECTS
Entry Requirements	Students can follow this module only in combination with Introduction to Export Management
Method	Seminars
Assessment	Export plan
Course Material	J. Veldman, Export Management: A European Perspective, Groningen: Noordhoff, 1st edition, 2010, ISBN: 978-90-01-700324
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: • 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

Multicultural Consumer Behaviour	
Credits	5 ECTS
Entry Requirements	An introductory course in Marketing
Method	Lectures
Assessment	Exam (open questions)
Course Material	Schiffman et al., *Consumer Behaviour A European Outlook*, Prentice Hall, 2nd or latest edition
Course Outline	Chapters 1,3,4,5,9 and 13. • 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: • 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

International Marketing	
Credits	3 ECTS
Entry Requirements	Basic marketing knowledge
Method	Lectures
Assessment	• Exam (open questions and case study) • Individual portfolio
Course Material	Business articles/ case studies
Course Outline	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”. In this context a number of fundamental questions are asked, such as: • 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	They should be able to: • Define and describe the key concepts of (international & sustainable) marketing • Explain the difference 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

Consultancy Skills

Credits	5 ECTS
Entry Requirements	None/ **This course is for semester 1 only!**
Method	Lectures and workshops
Assessment	• Presentation (30%) • Written report (70%)
Course Material	PowerPoint slides and handouts
Course Outline	The module will provide an introduction to business consultation and different consulting roles. The students will learn about different types of clients and how cultural differences play an important role in business negotiations. Various theories will be presented about consulting methods and the students put their knowledge into practice through role-play exercises in the seminars.
Learning Outcomes	After completing this course students should be able to: • Discuss the process consulting principles and the different consulting roles • Choose the most appropriate working style based on the type of clients • Apply the theory of intervention to everyday situations • Identify the different positions and roles during the negotiating process • Deal with conflicts in an international business environment • Describe the positive/negative sides of verbal/non-verbal communication

Corporate Governance	
Credits	5 ECTS
Entry Requirements	Basic knowledge of Marketing and Management. **This course is for semester 2 only!**
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 organizational stakeholders, and ultimately how an organization is managed. This course teaches the fundamentals of Corporate Governance from a variety of angles – the board of directors, senior management, investors, the media, regulator 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 misjudgments; 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: • 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

Marketing Planning & Strategic Management	
Credits	6 ECTS

Entry Requirements	An introductory course in Marketing
Method	Lectures
Assessment	Exam (open questions)
Course Material	• Wood, *Marketing Plan Handbook*, Pearson, 5th or latest edition • Johnson et al., *Fundamentals of Strategy*, Prentice Hall, 3rd or latest edition
Course Outline	**Part 1: Marketing Planning-focus on Chapters 1,4,6, 8 and 10** • Marketing Planning • Markets and STP • Product and Brand Strategy • Pricing Strategy • Metrics **Part 2: Strategic Management-focus on chapters 1,2,3,5,6 and 8** • Introduction to Strategy • Environment • Business Strategy • Corporate Strategy and Diversification • Innovation Strategies
Learning Outcomes	After completing the course students should be able: • 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

Financial Accounting

Credits	5 ECTS
Entry Requirements	None
Method	Lectures and seminars
Assessment	Written exam (MC and open questions)
Course Material	Brouwers R., Koetzier W. *Basics of Financial Management*, Groningen: Noordhoff, 3rd edition, 2015, ISBN 978-90-01-83914-7 Brouwers R., Koetzier W. Leppink O. *Basics of Financial Management*, exercises Groningen: Noordhoff, 2nd edition, 2015, ISBN 978-90-01-83912-3

Course Outline	This module is designed to provide students with an overview of Financial Accounting, one of the most important branches of accounting that managers deal with. Financial Accounting deals with the provision of financial information to external users indicating the company's performance and status in the previous period.

Learning Outcomes	After successfully completion of the course, students should be able to:
	• Discuss financial management and how this relates with the legal form of the company, the company's structure and the size of the company.
	• give examples of financial accounting (reporting principles, component of the annual report)
	• Construct a Balance sheet, Profit and loss account or Cash flow statement
	• Draw conclusions on ratio analysis:
	  ○ Profitability ratios;
	  ○ Solvency ratios;
	  ○ Liquidity ratios.
	  ○ Calculate share value

Cost Accounting

Credits	5 ECTS
Entry Requirements	None
Method	Lectures and seminars
Assessment	Written exam (open questions)
Course Material	Brouwers R., Koetzier W. *Basics of Financial Management*, Groningen: Noordhoff, 3rd edition, 2015, ISBN 978-90-01-83914-7 Brouwers R., Koetzier W. Leppink O. *Basics of Financial Management*, exercises Groningen: Noordhoff, 2nd edition, 2015, ISBN 978-90-01-83912-3
Course Outline	This module is designed to provide students with an overview of one of the two main branches of accounting that managers deal with, i.e. Financial Accounting, and Cost Accounting. Cost Accounting is for internal use by managers and is used as a tool in planning and control and is used internally within the business.

Learning Outcomes	Upon successful completion of this course students will have:
	• Knowledge and understanding of Management Accounting.
	• Understanding of the importance of costs for decision making as to be in;
	  ○ Setting selling price;
	  ○ Future activities;
	  ○ Production level;

	○ Production method; ○ Determining profit. • Knowledge and understanding of Fixed Costs and Variable Costs and how to determine the costs of a product using: ○ Absorption Costing; ○ Direct Costing. • Knowledge and understanding of Direct Cost and Indirect Costs and how to allocate these costs to the products by using: ○ Process costing for mass production; ○ Equivalent method for heterogeneous mass production; ○ Overhead application rates for heterogeneous products; ○ Activity-based costing. • Knowledge and understanding of Budgeting, when to use a Fixed Budget, Variable Budget or Mixed Budget and how to explain the differences between forecast and realization by applying: ○ Budget variance; ○ Volume variance; ○ Price variance; ○ Efficiency variance. • Knowledge and understanding of Capital budgeting. ○ Time preference ○ Average Book rate; ○ Payback Period ○ Present value • Knowledge, understanding and application of ○ Break-even point; ○ Safety margin; ○ Differential Costing.

Strategic Management (Simulation Game)

Credits	5 ECTS
Entry Requirements	Students can follow this module <u>only</u> in combination with Financial Accounting.
Method	Lectures and seminars
Assessment	• Exam (open questions and case study) (50%) • Simulation game (online project) (50%)
Course Material	B. de Wit & R. Meyer, *Strategy Synthesis*, South-Western, 4th edition, 2014, ISBN 978-1-4080-8268-3
Course Outline	The basic question of strategic management is: How does a company become and stay successful? Certainly not by playing it safe and following the traditional ways of business. Strategic management is that set of managerial decisions and actions that determines the long-run performance of a corporation. It includes environmental scanning, strategy formulation, strategy implementation and evaluation and control.

	The simulation game focuses on the management of economic processes in a business. Micromanagement is emphasized in this game. The interest lies in the accurate simulation of real-world events as well as the close tying of players' actions to expected or plausible consequences and outcomes. Within this project you should become a self-sufficient firm, earning substantial profits from your operations.
Learning Outcomes	Develop strategic planning and execution skills within a rapidly changing environment. Crystallize the linkages between business decisions and financial performance. Internalize how important it is to use market data and competitive signals to adjust the strategic plan. Understand how decisions can affect the performance of an organization as a whole. Experience the challenges and rewards of the entrepreneur by starting up and running a new business venture.

European Business and Economic Competitiveness

Credits	4 ECTS
Entry Requirements	None. **This course is for semester 1 only!**
Method	Lectures
Assessment	Exam (open questions + case study)
Course Material	Somers, F.J.L. (ed.), *European Business Environment*, Groningen: Noordhoff, 1st edition, 2010, ISBN:978-90-0176891-1
Course Outline	This module studies the competitiveness of European companies in a global perspective. Topics to be dealt with include: • Globalization and regionalization 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	• 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

COMMUNICATION MANAGEMENT

Introduction to Organisational Communication I

Credits	3 ECTS
Entry Requirements	None. **This course is for semester 1 only!**
Method	Workshops and lectures
Assessment	Exam
Course Material	Book: Cornelissen, J. (2014). *Corporate Communication. A guide to theory & practice* (4th edition). London: SAGE. ISBN: 978-1-4462-7495-8.
Course Outline	Weekly lectures and workshops on: Week 1: Corporate Identity and Corporate Image Week 2: Corporate Reputation Week 3: Stakeholder Management Week 4: Sustainability/ CSR Week 5: Issue Management Week 6: Corporate Branding Week 7: Consult lecture (Q&A)
Learning Outcomes	On successful completion of this module, students will be able to: • Identify the critical role of organizational communication in building and maintaining relationships with the various stakeholders of an organization; • Recognize the strategic importance of building and maintaining a favorable reputation of an organization. • Discuss the importance of an integrated approach to managing organizational communication, aligning internal and external communication; • Describe the key issues for an organization – reputation management, corporate identity, corporate branding, issue management and sustainability - and know how to deal with them; • Recognize the professional role of a communication manager in an international environment.

Introduction to Organisational Communication II	
Credits	3 ECTS
Entry Requirements	Complete Introduction to Organisational Communication I. This course is for semester 1 only!
Method	Lectures and workshops
Assessment	Exam
Course Material	Book: Cornelissen, J. (2014). Corporate Communication. A guide to theory & Practice (4th edition). London: SAGE. ISBN 978-1-4462-7495-8. Book: Adler, N (2008). International Dimensions of Organizational Behavior (Fifth edition). Mason: Thomson South-Western. ISBN 13: 978-0-324-36074-5.
Course Outline	Combination of Lectures and weekly workshops.
Learning Outcomes	On successful completion of this module, students will be able to: • Understand the role and functions of internal communication within a range of organizations; • Describe key internal communication concepts, theories and techniques for analyzing a variety of internal communication situations; • Recognize the most appropriate internal communication tools to be used in a particular company; • Identify the internal communication strategies needed during change processes; • Understand the role and functions of cross cultural issues within a range of organisations; Describe key cross cultural issues concepts, theories and techniques for analyzing a variety of cross cultural issues situations;

Communication and Behaviour	
Credits	4 ECTS
Entry Requirements	**This course is for semester 2 only – term 3 & 4**
Method	Lectures

Assessment	Exam
Course Material	1. Book: Lull, J. (2000). *Media, Communication, Culture* (2nd Edition). New York: Columbia University Press. 2. Book: Andrews,M., Van Baaren, R., & Van Leeuwen, M.L. (2013). *Hidden Persuasion.* Amsterdam: BIS Publishers. Assigned articles (Provided in class)
Course Outline	Ever since Gutenberg invented the movable type and the printing press around 1440, people have been trying to understand how mass media influences human behaviour. Some scholars argue that media has the power to persuade people to buy products they don't need, to convince honest citizens to vote for dodgy politicians, and to make us see the world in a certain way so that the interests and privileges of the ruling class are maintained… But is this really the case? This module will answer the following central question: **To what extent can media influence human behaviour?** This course will examine several media theories, as well as persuasion techniques, such as propaganda and subliminal advertising. We will apply these theories to current situations.
Learning Outcomes	• Describe various types of media and their characteristics. • Understand how media's influences have evolved over time. • Define communication theories such as the giant hyperdermic needle theory, the two-step flow model, agenda setting theories, and critical theories such as the Frankfurt School. • Apply these theories to current situations in the media. • Describe mass media's and digital media's ability to create social trends. • Examine publics' own media consumption critically. • Apply theories for changing behaviour to various situations in the environment. • Understand the mechanisms of certain persuasion techniques used in advertising, propaganda and in current media platforms and outlets.

Critical Thinking Skills

Credits	2 ECTS
Entry Requirements	None. **This course is for semester 1 only!**
Method	Workshops
Assessment	Portfolio

Course Material	No compulsory literature, handouts will be provided
Course Outline	**Critical Thinking** is a core skill and basic competency of the international communication manager. It is left-brain based and focused on sharp analysis, logical reasoning, and being objective in selecting and evaluating information. The module has a hands-on, practical approach rather than an abstract, theoretical approach, in order to offer students immediate and practical benefits during their studies. More specific learning objectives for the course are: 1. To acknowledge the importance of **critical** thinking in the practice of communication planning. 2. To understand and recognize the most important **quality standards** of critical thinking 3. To learn how to apply the **quality standards** of critical thinking to student products (papers, essays, etc) and professional communication products (interview, media article, etc.) To understand and recognise **obstacles (barriers)** to critical thinking.
Learning Outcomes	Students are able to apply the standards of Critical Thinking.

Branding and Integrated Marketing Communication

Credits	3 ECTS
Entry Requirements	**This course is for semester 2 only!**
Method	Interactive lectures of 135 minutes
Assessment	Exam (multiple choice)
Course Material	To be announced
Course Outline	Integrated Marketing Communication is based on the belief that everything a company does, can send a powerful brand message. This course introduces the fundamental principles and practices associated with integrated marketing communication. It looks at the different ways in which companies can communicate about their brand and how communication activities are selected and combined in order to take advantage of different media and their specific strengths ensuring that marketing messages are consistent and have maximum impact and relevance to the consumer. In this course we will explore the main concepts, trends and tools of branding and IMC including the planning process.

Learning Outcomes	Upon completion of this course students will: • Understand the main concepts, trends, professional sub areas and tools of branding and IMC. (1,1) • Understand the key steps in the marketing communication planning process and the structure of a marketing communication plan. (2,1)

Digital Communication

Credits	3 ECTS
Entry Requirements	None. **This course is for semester 2 only!**
Method	Lectures
Assessment	Portfolio: 100%
Course Material	Online articles and videos (see module format)
Course Outline	In this module students will learn about the impact of digital communication. They will learn how to use digital communication in the network society, understanding the influences of particular channels on audiences, and strategy behind chosing the appropriate channel. Trends in digital communication and near-future trends will be discussed. Digital Communications is a core cluster of skills that are used by international communication managers from entry to C-suite level, cross-industry and competencies. It requires a mixture of both creative and strategic thinking skills (pertaining to message, intention, and audience) for success, and thus is relevant to the ICM curriculum and future academic and practical skills.
Learning Outcomes	Evaluating different mediums and their usages for communication • Selecting appropriate communication methods based on audiences • Creating digital communications: text, audio, video • Understanding the role of digital communications in cross-global communications • Learning different digital collaborative tools

Ethical Communication

Credits	3 ECTS
Entry Requirements	**This course is for semester 2 only!**
Method	Lectures of 90 minutes each.
Assessment	Exam: 100%

Course Material	Online articles
Course Outline	Imagine. You are working for a PR agency and one of your clients asks you to tweet from his account as if you were him. Would you do this? Or - you are working as a researcher for a TV station and your executive producer suggests you use hidden microphones to reveal one company's fraudulent practices. Should you accept the assignment? This module will answer the following central question: ***How should communications professionals respond to ethical issues they may come across in their fields?*** This course will examine the various ethical issues that frequently come up in areas such as PR, marketing, journalism, and research. The course will not give you clear cut answers on how to solve various problems. Rather, the focus will be on the quality of the deliberative process. As Plaisance (2009) says in his book *Media Ethics*: "It's about the journey, not the destination."
Learning Outcomes	• Students can define ethics and morality; • Understand the types of ethical issues that can occur at the micro, meso, and macro levels, in the various fields of communication. • Apply theories to concrete cases and dilemmas that communications professionals are faced with in the fields of PR, marketing, journalism and research. • Discuss students' own attitudes to ethics and morality according to their experiences and cultural backgrounds.

Introduction to Communication

Credits	3 ECTS
Entry Requirements	No entry requirements; please note that this is an introductory course and is not suitable for students with a Communications Studies background. **This course is for semester 2 only!**
Method	Lectures
Assessment	Multiple choice exam
Course Material	Compulsory: Windahl, S., Signitzer, B. & Olson, J.T. (2009): Using communication theory: an introduction to planned communication. London: Sage. ISBN 978-1-4129-4839-5

Course Outline	The lectures aim at making students recognise the power of communication to shape perception and behaviour of consumers and other groups in society, such as employees or shareholders. Basic models and theories of communication are clarified as a basis for understanding how communication works, and how it can be used strategically as a management tool. Throughout the course many examples are used so that students are helped to recognise communication issues in the world around us, in mass media, in the public environment and in interactions between people and organizations. The examples are demonstrations of the different professional areas in communication management.
Learning Outcomes	Loco Competency 1 – Analysing and Researching • Knowledge and understanding of the essence of managed communications and how it is used in different professional contexts. Level 1 • Knowledge and understanding of how communication works, and factors that influence the effectiveness of managed communication. Level 1

Digital Writing Skills

Credits	2 ECTS
Entry Requirements	None. **This course is for semester 2 only!**
Method	Workshops
Assessment	Portfolio: 100%
Course Material	Online content
Course Outline	This course offers an introduction to writing for digital publications with a focus on blogs and other long form web-based content. Students will learn to create and maintain a (personal) brand, to assess and play to their audience, and to write goal-oriented, SEO-friendly copy that drives discovery, interaction, and conversions. This entails selecting a platform, creating reader personas, crafting a bio and contact page, and writing three unique blog posts. The course will also explore themes unique to digital writing such as audience interaction, data driven content, platform selection, the importance of micro content (social media, etc.), and SEO.
Learning Outcomes	Students will learn to: • Define personal brand and online voice • Identify desired audience and adjust tone and language to engage said audience

	• Maintain a clear, consistent voice • Ideate content relevant to a company brand • Compose blog posts with an emphasis on effective online consumption and utilizing blogging formats • Use SEO-friendly tagging, hyperlinks, and language • Rework/summarize blog posts to create shareable micro-content to drive engagement/grow audience

Intercultural Communication

Credits	4 ECTS
Entry Requirements	None
Method	This course will use lectures and seminars
Assessment	Evaluation will be based on: • audiovisual portfolio: 50% • final exam: 50%
Course Material	James W. Neuliep, Intercultural Communications: A contextual approach, 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: • 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: • 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

Public Communication	
Credits	3 ECTS
Entry Requirements	You need a basic understanding of the theoretical aspects of how intergovernmental institutions work and of Corporate Communication. **This course is for semester 1 only!**
Method	Lectures
Assessment	Written exam (100%)
Course Material	To be announced
Course Outline	Communication is the foundation of social life. It is the means through which we seek to influence and persuade, to gain advantage, to build and sustain trust, and to reach a common understanding on controversial issues. Governments are responsible for "governing" society. To fulfill this duty they have to influence public opinions and public behaviors. In democratic societies they also have to listen to their citizens, be accountable to them and involve them in the decision-making processes. Whether encouraging people to eat less, vote differently, accept a risk or care more about a particular issue, communication plays a key role and there are many different players involved in the process. Corporations, NGO's, Public Interest groups, Unions, Political Parties and the media are among the many players that are constantly trying to influence public opinion and public behaviour. This module will look at the role of public communication in a democracy and how these players communicate in order to achieve their objectives.
Learning Outcomes	Upon completion you will: • Understand and distinguish between key theories and concepts from the field of public communication (2, 1) • Understand the key methods and techniques used in public affairs and lobbying and identify the situations in which they can be applied. (5,1) • Understand the role of Public Communication in a democratic society (5,1) • Identify appropriate Public Communication theories and interventions based on the context and characteristics of a problem (2,1) • Identify and analyse the roles and interests of different parties in the public communication process. (5.1) • Understand the techniques and strategies organizations use

	to influence public opinion and behavior (2,1)

Corporate Communication	
Credits	3 ECTS
Entry Requirements	Only open for Communication students or for students who are following Introduction to Organisational Communication I at the same time (term 1) **This course is for semester 1 only!**
Method	Lectures
Assessment	Exam
Course Material	Ind, N. (2007). *Living the Brand: How To Transform Every Member Of Your Organization Into A Brand Champion* (third edition). London: Kogan Page. ISBN: 9780749450830.
Course Outline	Corporate Communication will explore the tools and strategies available for a corporate communication department to build a favourable reputation. The module consists of seven lectures of 90 minutes each. Clarification of theory will use current news, case studies and practical examples, encouraging students to interact and participate in recognising corporate communication at work in organisations. Weekly lectures: Week 1: Recap of introduction course + more in-depth Week 2: Corporate Story Week 3: Visual Identity vs. Corporate Identity Week 4: Living the Brand Week 5: Reputation Management Week 6: Business-to-Business Communication Week 7: recap and Q&A
Learning Outcomes	On successful completion of this module you will be able to: • Identify the critical role of corporate communication in building and maintaining relationships with the various stakeholders of an organisation • Discuss the importance of an integrated approach to managing corporate communication, aligning internal and external communication • Describe the key corporate communication topics for an organisation – reputation management, corporate identity, internal branding, corporate story and business-to-business communication - and know how to deal with them • Understand the importance of Corporate Story and are able to discuss some examples

	• Understand and analyse the unique communication dimensions in business-to-business communication and discuss the tools used for business-to-business communication

Project Public Communication	
Credits	4 ECTS
Entry Requirements	**This course is for semester 1 only!** You can only enter this course if you also partake in the course Public Communication.
Method	*Workshops* Workshops will include: • Short weekly theory lectures on each stage of the communication planning process. • Group work and progress presentations on each phase of the planning and implementation process ; *Active participation in class is necessary.*
Assessment	1. Group work (50%) Demonstrating presentation skills in a presentation of your advice to the assignment provider. 2. Group work (50 %) Written communication plan – based on a real life assignment – based on the literature by Vos, Otte & Linders (2003) and English language.
Course Material	1. Vos, M., Otte, J. & Linders, P. (2003). *Setting up a strategic communication plan*. Utrecht: Lemma Publishers. 2. The course material offered in the course Public Communication will be used to support your arguments.
Course Outline	Communication is the foundation of social life. It is the means through which we seek to influence and persuade, to gain advantage, to build and sustain trust, and to reach a common understanding on controversial issues. Whether encouraging people to eat less, vote differently, accept a risk or care more about a particular issue, communication plays a key role and there are many different players involved in the process. Corporations, NGO's, Public Interest groups, Unions, Political Parties and the media are among the many players that are constantly trying to influence public opinion and public behaviour. This project will challenge students to explore and analyze a public communication problem and apply their knowledge of public communication and behaviour change theory to develop an appropriate communication strategy.

Learning Outcomes	Upon completion of this module you will be able to: • Provide advice on a real public communication issue on the basis of analysis and research (1, 2) • Use research to understand different views and interests and apply relevant Public Communication and behaviour theories to develop an appropriate communication strategy (2,2) • Act on the basis of clear targets and target groups to develop creative concepts for a communication intervention, determine innovative means and media to be used and implement. (4,2) • Plan an activity and evaluate its effectiveness (3,2) • Present advice in convincing oral and written presentations (2,2)

Budgeting and Project Management

Credits	3 ECTS
Entry Requirements	None. **This course is for semester 1 only!**
Method	Lectures & Workshops
Assessment	Exam and 1 project (pass/fail)
Course Material	Material will be provided in class
Course Outline	The theoretical part of Project Management focusses on: • Basic understanding of how a project is developed and managed. • Understanding the phases of a project • Use of appropriate project management terminology • Develop a helicopter view of how to manage a project Budgeting: The theoretical part of Financial Management focusses on: • Budgeting • Excel • Balance Sheets • Cash Flow Statements • Profit & Loss Account • Break Even Analysis
Learning Outcomes	This course prepares students (at an introductory level) to manage projects and to budget properly for projects.

Media Relations

Credits	3 ECTS
Entry Requirements	**This course is for semester 1 only!**
Method	Seminars
Assessment	Exam
Course Material	tba
Course Outline	Media Relations is an important part of a communication advisor's work. Any organisation needs to maintain a healthy and strategic relationship with the press and, to do so efficiently, must have Media Relations experts who understand how journalism works and what journalists need. Once one knows that, one knows how to meet the needs of journalists, how to react to their reporting activities, how to attract their attention, and how to handle issues relating to news media, among others. This theoretical part of the course (conducted in parallel with the practical part) defines and explains the main aspects of Media Relations and zooms in on the most commonly used Media Relation tools.
Learning Outcomes	At the end of this course students will be able: • To outline the main aspects and principles of how journalists work • To identify a communication objectives and the target audience based on a problem • To strategically compile a press list and classify contacts • To select one of the different media relations tools depending on the nature of the problem and circumstances To make an overview of the steps needed for a Media Relations strategy

Content Analysis

Credits	2 ECTS
Entry Requirements	**This course is for semester 1 only!**
Method	Workshops
Assessment	Paper
Course Material	Krippendorff, K. (2013). *Content Analysis: An Introduction to Its Methodology*. Los Angeles: SAGE. Third Edition.

Course Outline	One important task of a communication professional is to advise on actions to be taken in response to mass media reports. Organisations are often in newspapers, on TV, on blogs, among other mass media channels, and in many cases, they are reported about because of an issue that concerns the public. To be able to respond, organisations need to understand how media messages portray that issue. This course introduces students to content analysis, and covers all its stages including defining an issue, determining categories and variables, coding media articles using appropriate software, and analyzing, interpreting as well as reporting those data in a report.
Learning Outcomes	At the end of this course students will be able to: • define an issue from an organizational perspective • establish categories and variables • code media messages using appropriate software • analyze, interpret and report data

Change Management

Credits	3 ECTS
Entry Requirements	**This course is for semester 1 only!**
Method	The module consists of six meetings of 90 minutes each and 4 seminars of 45 minutes each. Clarification of theory will focus on the views and publications of several authoritative strategists and writers on the subject of leadership and change. These theories will be related back to current affairs and case studies.
Assessment	Written exam
Course Material	**The Fifth Discipline – the Art & Practice of the Learning Organisation** by Peter M. Senge, Random House Business Books, (2006 edition) ISBN 97 81 905211203 Materials from a set of Readers
Course Outline	We are continually asked to manage change in our own lives and organizations. Yet, change unfolds through personal and organizational resistance. This course focuses on managing change and provides frameworks and tools to implement it. Participants examine personal and organizational approaches to dealing with change through case studies and group activity. Blending theory and practice, students will work in small groups, applying course material in the analysis of real-world change management challenges. The aim is to produce critically thinking, proactive change managers who have the tools to respond to the range of organizational issues emerging in workplaces today.

Learning Outcomes	• To understand the importance and inevitability of change as it affects individuals and organisations; (1,1) • To create awareness about the process of change and about the different schools of thought on how to manage such change processes within organisations (1,2) • To development in-depth comprehension of the theories and models (from various schools of thought) for change management , and how they are applied to an actual situation.(2,- 1&2) • To understand methods and knowledge on reputation management, risk and crisis communication , and relation management.(1,3) • To develop knowledge , skills , and analyse issue for the communication of change both internally and externally. (2,1) • Able to critically assess isolated issue related to managing change, and provide some possible solutions as a change agent. (2, 3)

Placement Survival Skills

Credits	2 ECTS
Entry Requirements	Only suitable for students who are preparing for a work placement after their exchange programme. **This course is for semester 1 only!**
Method	Lectures & workshops
Assessment	Portfolio assignments
Course Material	Bernstein, A.J (2009). *Am I The Only Sane One Working Here?* NY: McGraw-Hill. ISBN: 978-0-07-160872-5
Course Outline	This course aims to provide students with key skills and insights into the business environment so that they are well-equipped to deal with the challenges they might come across during an internship. The main aims of this module are for students to: • Prepare for their internship. What is it like to work in a 'real world' setting?" • Develop an understanding of their own character traits; how these influence their reactions and interactions in the work environment and how they might have to adapt to ultimately work most effectively in their internship. • Develop skills to deal with co-workers, bosses, clients, and suppliers effectively • Gain an understanding of the value delivery process and how they can add value to their internship.

	• Describe the development and explain the importance of corporate culture • Gain understanding of how to offer credible and useful advice
Learning Outcomes	The student is well-equipped to be successful at his/her placement.

Journalism and Media

Credits	15 ECTS
Entry Requirements	Students in the 2nd, 3rd or 4th year of their programme. Interest and curiosity in how media and journalism work. This course is both for semesters 1 & 2
Method	Lectures and workshops
Assessment	Portfolio and Master-proof
Course Material	Randall, D., (2011). *The Universal Journalist,* London: Pluto Press (ISBN-13 978 0 7453 3076 1) Kovach, B., & Rosenstiel, T. (2014). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect.* Revised and updated 3rd edition. New York: Three Rivers Press
Course Outline	This course explores the roles of journalists in an ever increasing complex media environment. The goal of this course is to help the communication professional gain a solid understanding of how journalists function in order to work with them efficiently. The subjects of this minor are: ● What is news? ● Different aspects of journalism: newspapers, radio, television, new media, civic journalism; ● Defining audiences and target groups, ● The ways media and journalists work, ● Compare and contrast different types of journalism, ● Comparing public and private broadcasters, ● Journalists' use of new media. In the theoretical part of the minor a number of guest lecturers will be offered. In the practical part you will: ● Write newspaper articles; ● Learn how to focus your story; ● Learn storytelling techniques; ● Produce other journalistic products, such as blogs and editorials; ● Conduct interviews;

	• Create news items for television; • Learn how to manoeuvre in a press conference.
Learning Outcomes	At the end of this course students will be able: • To define news and journalism • To identify the main tasks of journalists • To map the current developments and discussions around journalism • To produce news stories

Introduction to Sustainability and Stakeholder case studies

Credits	11 ECTS points (part 1 of the minor *Sustainability in Business*)
Entry Requirements	**This course is for semester 2 only!**
Method	Lectures (6,5 hours per week)
Assessment	Exam (7 ECTS) and portfolio (4 ECTS)
Course Material	Molthan-Hill, P. (2014). *The Business Student's Guide to Sustainable Management. Principles and practice*. Sheffield: Greenleaf Publishing. 400p ISBN 978-1-78353-120-2
Course Outline	General concepts related to sustainability in business will be discussed using a multiple stakeholder approach. Several stakeholder case studies will be discussed and guest lectures from different organisations will explain how they approach sustainability. In previous editions of the minor guest lecturers came from organisations like BMW, Philips, Shell, ING, TNT, Greenpeace, Fairtrade and GRI (Global Reporting Initiative).
Learning Outcomes	On successful completion of this module, students will be able to: • Discuss the general concepts of sustainability • Understand the multi-stakeholder approach when it comes to sustainability • Understand the role that corporate communication and stakeholder communication play in communicating about sustainability • Recognize the different approaches to sustainability in business • Discuss the importance of the value chain for sustainability in business • Link sustainability articles to theories that were discussed in the lectures or in the book

Communicating with Stakeholders

Credits	4 ECTS (part 2 of the minor *Sustainability in Business*)
Entry Requirements	This course can only be followed in combination with Introduction to Sustainability and Stakeholder case studies (together they form the minor *Sustainability in Business*). **This course is for semester 2 only!**
Method	Lectures and group work
Assessment	Report
Course Material	Molthan-Hill, P. (2014). *The Business Student's Guide to Sustainable Management. Principles and practice*. Sheffield: Greenleaf Publishing. 400p ISBN 978-1-78353-120-2
Course Outline	Students will write a Sustainability Report for a real organisation in groups. If possible we will visit the organisation or get a guest lecture from the organisation.
Learning Outcomes	On successful completion of this module, students will be able to: • Understand the importance for an organization to communicate with stakeholders on their sustainability efforts • Develop a sustainability report • Do research on an organisation's sustainability efforts and translate that into a communicative report • Understand and apply the guidelines of the Global Reporting Initiative (GRI) in a report

Crisis Communication

Credits	15 ECTS
Entry Requirements	**This course is for semester 2 only!**
Method	Lectures and workshops.
Assessment	Individual portfolio of testes theory and 2 x group assignments
Course Material	Fearn-Banks Kathleen (2011) Crisis Communications A Casebook Approach, 4ed, Routledge , ISBN 978-0-415-88059
Course Outline	In today's complex and interconnected world we are surrounded by risks: 24 hour media coverage and the rise of the internet mean an incident in one country can quickly become an international crisis. Added to this is the growing influence of social networks and the citizen journalist. These are a new breed of reporter. They are not

	bound by any rules or professional codes of conduct but they are able to gather and distribute news as fast as (if not faster than) established news organisations. This explosion of communication media presents Governments and organizations with great challenges. Planning ahead and protecting citizens from risk is increasingly demanding. Events such as pandemics, floods and fires, earthquakes, tsunamis, nuclear emergencies, power shutdowns and disruption of essential services are just some examples of the crises that have left governments worldwide struggling to keep control. Organizations have faced large scale industrial accidents, product failures and environmental calamity as a result of their operations – controlling the damage to stakeholders and to their own reputations has not been easy. These events show how rapidly crises can develop and how important it is for governments and other parties to manage their communications efficiently and effectively, in order to avoid a collapse of trust.This course will explore crisis and risk communication and the role it plays in the effective management of crisis and risk.
Learning Outcomes	Students will be able to: • describe the key characteristics of risk and crises, and the influence this has on the way the public perceive them • understand how the media reports risk/crisis and the influence this has on public perceptions and responses • understand and be able to identify the different stages of the crisis communication cycle • identify relevant stakeholders and analyze their needs and interests in a crisis/risk situation • analyze and describe the role of communication in crisis and risk situations • identify appropriate crisis and risk communication theories and models and apply these in the analysis of real world cases • develop a crisis communication plan based on an organization • use knowledge of risk perception and communication to develop risk communication messages to influence public behaviour.

Internal Communication

Credits	3 ECTS
Entry Requirements	None. **This course is for semester 2 only!**
Method	Lectures
Assessment	One assignment – pass/fail Individual written exam 1-10

Course Material	Corporate Conversations. A guide to crafting effective and appropriate internal communications, by Shel Holtz, 2003 IC toolkit Additional selected articles
Course Outline	External and internal communication are inextricably linked. Companies and organisations are increasingly aware of the importance of systematic attention for internal communication. Organisations have to renew themselves constantly if they are to survive in a changing economic and social environment. One of the tasks of a communication expert is to reinforce parallel communication, that is to say: a flow of information which reaches all employees without exception. Furthermore their task is to advise the organisation's management and to give support in supervising processes of change. Improvement of a company's image usually requires improvement of identity and therefore processes of change in the organisation. During this series of lectures students will acquire an insight into the way internal communication operates.
Learning Outcomes	Analysing and Researching • Knowledge and understanding of internal communication in a professional context. Level 1 • Knowledge and understanding of how to apply internal communications in a professional context. Level 1

Media Theory

Credits	3 ECTS
Entry Requirements	Students are expected to have completed 'Introduction to Communication' & 'Corporate Communication'. **This course is for semester 2 only!**
Method	Lectures (7 x 90 minutes per week)
Assessment	Written, end-of-term exam (100%)
Course Material	Each class has one or many compulsory texts that you must read the week preceding the class in question. Materials are made available by the lecturer.
Course Outline	The focus of this module is on important trends in international media and communication in a global context. Apart from the historical and technological background, we will examine the social, economic and political aspects of the profound changes that are taking place in today's media landscape. This module is an introductory course on the media landscape and will look into the following topics: ○ Key media concepts

	○ Media Effects ○ Media economics ○ Media power in a global environment Cultural dimensions of media systems
Learning Outcomes	Upon completion of this module you should be able: • To define media and related concepts like mediation • To explain the effects media systems have on the public • To identify the main aspects of media economics • To distinguish different components of media power in a global environment • To critically detect the cultural dimensions of media systems

Marketing Communication

Credits	3 ECTS
Entry Requirements	None. Please note that this course cannot be taken in combination with Branding and Integrated Marketing Communication! *The main difference between the two courses is that this course combines lecturers with a practical student project assignment in groups. Branding and Integrated Marketing Communication is lecture course assessed by an exam.* **This course is for semester 2 only!**
Method	During lectures a theoretical framework is supplied with recent and current examples. The students analyse a case, a project in marketing communications concerning the introduction of a new product or service.
Assessment	The students will be assessed on the basis of practical assignments. Main Assignment = 75% Presentation/Pitching = 25%
Course Material	Smith, PR and Ze Zook ; Marketing Communications: Integrating offline and online with social Media; Kogan Page, London, 2016, 6th edition 2016. EAN 97807494734022 Reader (Additional reader materials will be highlighted during the lectures, and made available on BlackBoard)
Course Outline	Marketing Communication is an important tool for the management of an organisation. This course focuses on the role of marketing communication in supporting marketing management. An integrated approach is necessary in order to achieve maximum results. The relation to corporate communication policy has to be taken into account as well.

	In this course we will discuss how to plan marketing communication activities, determine the best mix, brief and work with agencies and understand buyer behaviour. We will look at different communication activities, such as advertising, sales promotion, packaging, direct mail etc. Upon completion of the course students understand the basic principles of integrated marketing communications; are aware of the role of communication in marketing and brand development; can analyse activities in the field of marketing communications and media planning.
Learning Outcomes	Analysing and Researching • Knowledge and understanding of the main concepts, process, professional sub areas and tools of marketing communications. • Applying knowledge and understanding of practical working processes to develop a marketing communications plan. • Carrying out research into a practical communications problem and analysing results for an advice. Developing communication policies and advising on them • Using research results for a practical marketing communications advice report and plan. • Give a convincing oral presentation of the research results and recommendations. Creating and producing • Develop a creative concept as part of the marketing communications advice.

Media in Contemporary Society	
Credits	5 ECTS
Entry Requirements	None
Method	Lectures, discussions, and presentations
Assessment	Two in-course assignments and a final exam
Course Material	Course module book, material on Blackboard and audio/visual materials used in class
Course Outline	They will develop a critically informed view of the history and development of key topics such as; public service broadcasting, media ownership, internationalisation, European Broadcast policy and the influence of technological developments.
Learning Outcomes	In this course students will gain an understanding of the political, economic, and social aspects of mass media in contemporary society, with a particular emphasis on broadcast media in a European context

The Cultural Dimension of Europe

Credits	3 ECTS
Entry Requirements	None; please note this is a 1st-year module and should only be chosen by students who do not have a background in Cultural Studies. **This course is for semester 1 only!**
Method	Lectures and seminars
Assessment	Multiple choice question exam plus group assignment
Course Material	Course book (Peter Rietbergen – *Europe. A Cultural History*, third edition), seminar texts and course manual (both on Blackboard)
Course Outline	The course is divided into two parts, a historical part, linked to the lectures, and a topical part, linked to the seminars. In the course book as well as the lectures the cultural history of Europe is discussed, from ancient Greece to contemporary globalising times. In the seminars the focus is on actual implications of matters dealt with in the historical part.
Learning Outcomes	Upon completion of the module the students can: • Identify key aspects of European history and European cultural developments • Differentiate perspectives on European history and European cultural developments • Apply knowledge of Europes history and culture to contemporary situations • Explain important aspects of contemporary European culture, taking different perspectives into account • Lead a discussion about relevant topics in an international environment.

Issues in 21st Century European Society

Credits	3 ECTS
Entry Requirements	None
Method	Lectures and seminars; lectures are delivered as multi-media manifestations
Assessment	In groups of a maximum of five students create the following on an aspect of one of the issues discussed in class: a) a story board

	b) a 5-minute video/radio segment c) subtitles for video
Course Material	Module book and information on Blackboard
Course Outline	The course will be a multi-disciplinary one drawing on readings from diverse subject areas e.g. Cultural Studies, Politics, Economics, Cyberworlds, Psychology Gaming, Philosophy and others. It will, as society has done, move beyond the old and somewhat sterile debate of public/private to examine the increasingly amorphous solutions of partnership being attempted in the real world. The idea behind the course is to give students an insight into the changing nature of society in the 21st century. Using a thematic approach it will seek to outline present practice and envisage future scenarios of change. Some of the themes are work, food, information, leisure and gender & sexuality.
Learning Outcomes	Upon successful completion on the course, students will be able to: • 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

Cultural Theory & Popular Culture

Credits	5 ECTS
Entry Requirements	None
Method	Lectures & class discussions
Assessment	Essay
Course Material	Cultural theory and popular culture, an introduction, John Storey, ISBN978-1-4058-7409-0
Course Outline	In this course students will: • 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 analyze cultural phenomena with mayor cultural theories.

American Studies

Credits	5 ECTS
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 summarizing chapters of the textbook and defining key terms. • Study guide (pass/fail) • Written Exam (100%)
Course Material	Required Reading: The American Civilization: an Introduction, by David Mauk & John Oakland, 6th 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	By the end of this course, students can: • 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. • Analyze the political, cultural and economic systems of the United States and coming to an informed opinion that takes cultural differences into consideration.

The History of Europe through Music	
Credits	5 ECTS
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	• Students will be able to recognize 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	
Credits	5 ECTS
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	• 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.

Art & Globalisation

Credits	5 ECTS
Entry Requirements	None
Method	Lectures & Workshops
Assessment	Essays & in-class assignments
Course Material	"But is it Art?" C. Freeland OXFORD ISBN 0-19-285367-8
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 analyze an artwork with the help of art theories and philosophers.

Personal Leadership	
Credits	5 ECTS
Entry Requirements	None
Method	Interactive lectures
Assessment	Presentation and a portfolio
Course Material	Stephen Covey, *The seven habits of highly effective people* & Documents handed out in class.
Course Outline	You cannot give, what you do not have, but everyone can become a leader in his or her own right. This course is meant to give you the input for lifelong personal profit in a very accessible way. Through theory, examples and (voluntary) interaction you will become familiar with insights that will surprise for both their simplicity and powerful output. The course will provide a practical output of universal and timeless principles that help you to achieve your highest personal aspirations and overcome your greatest challenges. The course is based on Stephen Covey's seven habits of highly effective people and Career Writing, based on Lengelle and Meijers.
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.

Sex and the Media	
Credits	5 ECTS
Entry Requirements	None. This course is for semester 2 only!
Method	The minor will be taught through lectures and seminars/workshops 6 x 1.5 (lectures) = 9 hrs 6 x 1.5 (seminars/workshops) = 9 hrs Reading and preparing workshop and lectures = 12 x 4 = 48 hrs TEST: Presentation = 19 hrs Essay = 55 hrs
Assessment	The elective will be tested through: • Group presentation (30%) • Essay (70%)
Course Material	Book – Nixon P.G. & Düsterhöft I.K. (eds) (*Forthcoming* 2017) *Sex in the Digital Age,* Routledge, London Supplemented by selected readings (to include video, audio and other resources)
Course Outline	Week 1: Introduction, course outline, assignments. Etc. General theories of Studying Sex in the Media Week 2: Literature Week 3: Movies and Cinema Week 4: Sex and Music Week 5: Sex and Advertising Week 6: Digital Sex and Pornography
Learning Outcomes	After the elective, students will be able to: • 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: Great Britain and Ireland	
Credits	5 ECTS
Entry Requirements	None. **This course is for semester 2 only!**

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: • Apply historical perspectives to critically examine society, including groups and organizations, 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. • Recognize 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

Credits	5 ECTS
Entry Requirements	None. **This course is for semester 2 only!**
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 Americas (5 credits) 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: • Apply historical perspectives to critically examine society, including groups and organizations, 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. Recognize 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: Australasia and Africa

Credits	5 ECTS
Entry Requirements	None. **This course is for semester 2 only!**
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: • Apply historical perspectives to critically examine society, including groups and organizations, 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. • Recognize and analyse the way in which film communicates meaning and ideological messages to its audiences through cinematography and art direction.

Italian Politics and Society – Political and Economic Developments in Italy: 1943-2001	
Credits	7 ECTS
Entry Requirements	None. **This course is for semester 2 only!**
Method	Lectures Seminars Discussions
Assessment	Written exam
Course Material	P. Ginsborg *A History of Contemporary Italy 1943-1980*, London, Penguin 1990 ISBN 978-0-14-012496-5 (term 3) P. Ginsborg *Italy and its Discontents 1980-2001*, London, Penguin 2001 ISBN 978-0-14-024794-7 (selected chapters in term 4)
Course Outline	• Implications of the Fascist past and the civil war (1943-1945) in contemporary Italian politics. • The Italian Constitution: A mixture of catholic, socialist and communist ideals and the coexistence of these ideologies in post-war and contemporary Italy. • The Italian economy: From agriculture-based to service-driven in 50 years. • How the Christian Democrats and their coalition partners managed to dominate Italian politics for 50 years: Anti-communism and anti-fascism as psychological weapons for electoral success. • 50 years uninterrupted power and its drawbacks: Corruption and collusion with organized crime. • Collapse of the post-war political party system and the controversial role of the judiciary as catalyst in changing a modern democracy. • Inside the Italian State: The Italian public administration. • The crucial role international events played for domestic politics in post-war Italy. • Italy and the EU: A love/hate relationship.
Learning Outcomes	• interpreting Italian affairs in a way corresponding to reality and not to prejudice or stereotype • acquiring knowledge about political and economic developments in Italy between 1943 and 2001

Italian Politics and Society – Italian Society: the Legacy of the Past and Contemporary Mass Culture

Credits	4 ECTS
Entry Requirements	In order to be admitted to this course students must be following the course Italy Studies – Political and Economic Developments in Italy: 1943-2001. **This course is for semester 2 only!**
Method	Lectures Seminars Discussions
Assessment	Portfolio
Course Material	P. Ginsborg *Italy and its Discontents 1980-2001*, London, Penguin 2001 ISBN 978-0-14-024794-7 (selected chapters)
Course Outline	• Social hierarchies • Family relations • North and South • Immigration and racism • Gender • Youth • Consumerism • Media • Deep play: Football is more than just a game • White and Red: How Catholics and Communists thrive together? • Society vs civil society: How can civil society be fostered in a country dominated by familism and clientelism?
Learning Outcomes	• interpreting Italian society in a way corresponding to reality and not to prejudice or stereotype • acquiring knowledge about Italian society between 1943 and 2001

Italian Politics and Society – When Business, Media and Politics Meet: the Case of Silvio Berlusconi

Credits	4 ECTS
Entry Requirements	In order to be admitted to this course students must be following the course Italy Studies – Political and Economic Developments in Italy:

	1943-2001 AND Italy Studies – Italian Society: the Legacy of the Past and Contemporary Mass Culture. **This course is for semester 2 only!**
Method	Lectures Seminars Discussions
Assessment	Portfolio
Course Material	P. Ginsborg *Silvio Berlusconi, Television, Power and Patrimony*, London, Verso, 2005 ISBN 978-1-84467-541-8
Course Outline	• Berlusconi's background: His successful law studies and his business career • Political power as a personal challenge • Berlusconi's liberalism: negative liberty vs positive liberty • Why Berlusconi is not a new Mussolini • Managing a country like a successful family business: A party as part of one's company and of one's clan • Communication strategies for the masses • Which segments of the electorate voted for Berlusconi and why • Berlusconi's allies and enemies
Learning Outcomes	• interpreting the Berlusconi phenomenon in a way corresponding to reality and not to prejudice or stereotype • acquiring knowledge about Berlusconi's career as entrepreneur and politician

Powerhaus Germany: Politics and History in Germany

Credits	5 ECTS
Entry Requirements	Knowledge of German is not essential (but passive knowledge of listening and reading at B1 level is recommended.) **This course is for semester 2 only!**
Method	Lectures & Seminars
Assessment	Individual exam and group presentation Minimum requirement: 55% of the assignments/presentations and exams
Course Material	Fulbrook, Mary (2014) (4th revised ed.), A History of Germany 1918-2014. The Divided Nation', John Wiley and Sons Ltd., ISBN: 978-1-11877614-8 (pbk.) Green, Simon & Hough, Dan & Miskimmon, Alister (2012) (2nd ed.), The Politics of the New Germany, Routledge, ISBN-13: 978-0-415-60439-0 (pbk)
Course Outline	• Overview of Germany's history 1871 – 1949 • In-depth analysis of Germany's post-war history (1949 – now) • Germany's role in Europe • Germany's relationship with France

	• Germany's relation with The Netherlands in historical perspective • Germany and the world outside Europe • Germany's constitutional 'architecture': its political system, its constitutional institutions and its federalism
Learning Outcomes	• Acquired general knowledge of Germany's post-WW2 historical and political developments; • Possess a 'helicopter view' in relation to the functioning of the German state, its institutions and officials; • Develop the ability to use the acquired knowledge and points of view critically in their analysis, assessments and evaluations of German and EU politics; • Refined their presentation-, discussion- + feedback skills; • Learned, both individually and collectively, to integrate content-based knowledge and skill-refinement, resulting in successful 'products', such as PowerPoint presentations and future research-based reports.

Powerhaus Germany: Post-war German Economy

Credits	5 ECTS
Entry Requirements	Knowledge of German is not essential (but passive knowledge of listening and reading at B1 level is recommended.) This course is for semester 2 only!
Method	Lectures & Seminars
Assessment	Report and presentation Minimum requirement: 55% of the assignments/presentations and exams
Course Material	Simon, Hermann Hidden Champions (ISBN 9780387981468) Links to articles will be in the module book or will be provided by the lecturer during class
Course Outline	• The German social market economy (Rhine Model) • EU legislation, federalism and lobbying • Elementary German Private & Company Law • Main sectors of the German economy and R&D policies (innovation vs tradition) • Current trends and developments in German economics and trade (especially SMEs)
Learning Outcomes	• have general knowledge of Germany's post-WW2 cultural developments • have the ability to use the acquired knowledge and points of view of German culture critically in their analysis, assessments and evaluations • have refined their presentation, discussion and feedback skills

	• integrate content-based knowledge and skill-refinement, resulting in successful 'products', such as PowerPoint presentations and research-based reports

Powerhaus Germany: German Post-War Culture

Credits	5 ECTS
Entry Requirements	Knowledge of German is not essential (but passive knowledge of listening and reading at B1 level is recommended.) This course is for semester 2 only!
Method	Lectures & Seminars
Assessment	Portfolio and presentation Minimum requirement: 55% of the assignments/presentations and exams
Course Material	Links to articles will be in the module book or will be provided by the lecturer during class
Course Outline	• Cultural differences, German habits, customs and traditions • Cultural landscape from *Schlager* to *Oper*, media landscape and public image building • German art (painting, architecture) • Changing German self-image • Berlin, attractiveness and changing city marketing • Minorities and integration, position of women and youth
Learning Outcomes	Four key objectives of this course are: • To familiarise students with the cultural post-WW2 developments of this country. • To acquaint students with Germany's cultural position in Europe. • To introduce students into the cultural debate in Germany. • To integrate a more 'in-depth' knowledge and understanding of Germany's cultural life with the ability to utilise and communicate this achievement to a larger public. **By the end of the module students will:** • have general knowledge of Germany's post-WW2 cultural developments • have the ability to use the acquired knowledge and points of view of German culture critically in their analysis, assessments and evaluations • have refined their presentation, discussion and feedback skills • integrate content-based knowledge and skill-refinement, resulting in successful 'products', such as PowerPoint presentations and research-based reports

Philosophy, Art and Culture: Art History	
Credits	7 ECTS
Entry Requirements	none
Method	Lectures, workshops, museum visit
Assessment	Portfolio and an exam
Course Material	Umberto Eco - On Beauty Secker & Warburg, London, 2004 ISBN: 0436205173 C. Freeland - But is it art? Oxford University Press, Oxford, 2002 ISBN: 0192853678
Course Outline	Introduction Part A - Art history Book: Umberto Eco - On Beauty Secker & Warburg, London, 2004 ISBN: 0436205173 Two assignments + exam I. Winterson (read article p. 11) II. Eco Winterson (see p. 11) Classical art (Eco I, II, III) dvd The Power of Art Medieval art (Eco IV, V , VI) Medieval music Renaissance art (Eco VII – X) Assignment III; framework I Modern art (Eco XI – XVII)
Learning Outcomes	Defining art for contemporary times with a historical & philosophical context

Philosophy, Art and Culture: Philosophy of Art	
Credits	3 ECTS
Entry Requirements	none
Method	Lectures, workshops, museum visit
Assessment	portfolio

Course Material	Umberto Eco - On Beauty Secker & Warburg, London, 2004 ISBN: 0436205173 C. Freeland - But is it art? Oxford University Press, Oxford, 2002 ISBN: 0192853678
Course Outline	• Lecture philosophy – Augustine, Boethius • Lecture philosophy – Kant • Lecture philosophy – Nietzsche • Lecture music • Assessment IV museum • Lecture philosophy – Contemporary philosophy
Learning Outcomes	Defining art for contemporary times with a historical & philosophical context

Philosophy, Art and Culture: Aesthetics	
Credits	5 ECTS
Entry Requirements	none
Method	Lectures, workshop, museum visit
Assessment	portfolio
Course Material	Umberto Eco - On Beauty Secker & Warburg, London, 2004 ISBN: 0436205173 C. Freeland - But is it art? Oxford University Press, Oxford, 2002 ISBN: 0192853678
Course Outline	• Lecture photography (dvd Henri Cartier-Bresson) • Book Freeland – ch. 2 & 3 • Book Freeland – ch. 4 & 5 • Book Freeland – ch. 6 & 7 • Lecture Walter Benjamin • Lecture cinema • Lecture Benjamin, McLuhan, Baudrillard

	• Overview
Learning Outcomes	Defining art for contemporary times with a historical & philosophical context

Political Ideology

Credits	5 ECTS
Entry Requirements	Part of the minor programme Ideas, Ideology, and Iconography in (European) Politics.
Method	Workshops
Assessment	Weekly reviews of key texts & one essay
Course Material	Goodwin, B. (2007) *Using Political Ideas* (5th 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 21st 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: • 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.

Religious Ideology & Iconography

Credits	5 ECTS
Entry Requirements	Students should have taken the Political/Cultural/Economic Dimensions of Europe or comparable courses in politics, history and culture. Contemporary European Politics is also recommended and a background in basic philosophy is welcome.
Method	The course consists of six weeks of 90-minute lectures and 45-minute seminars led by students, as well as ongoing online discussion on a special (private) class blog. Students study reading assignments on their own time.

Assessment	Thirty percent of the grade is based on the assessment of the group's seminar, a combination of preparation, presentation skills and content. Seventy percent of the assessment is based on a writing assignment consisting of an essay about the role of religion in politics and society, combined with an annotated bibliography that makes a critical analysis of information sources.
Course Material	The following book is required: Religions in the Modern World: Traditions and Transformations Edited by Linda Woodhead, Christopher Partridge and Hiroko Kawanami Routledge ISBN: 9780415858816 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.
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	Upon completion of this module students can: • 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. • Present findings on religion and its role in the world in writing and speech, using the appropriate style and techniques for each medium, working as an individual and as part of a multi-cultural team.

Ideas	
Credits	5 ECTS
Entry Requirements	This course can only be taken in combination with Political Ideology and Religious Ideology & Iconography
Method	Lectures and seminars
Assessment	Essay
Course Material	Goodwin, B. (2014) *Using Political Ideas* (6th ed.). John Wiley & Sons, Ltd: Chichester
Course Outline	Part of the minor programme Ideas, Ideology, and Iconography in (European) Politics. This course will look at the history of ideas in political philosophy after 1750 that, often related to religion and political ideology, permeate contemporary politics and political theory. The course provides a more theoretical background to the Political ideology and Religious Ideology courses by analysing underlying political ideas that contribute to a more fundamental understanding of the essential and contemporary debates in political theory. The course lectures introduce main political ideas (democracy, power and authority, freedom and rights, citizenship, civil disobedience and social justice) and the seminars are organised as close reading sessions in which texts from key authors (Francis Fukuyama, J.J. Rousseau, Wilhelm Von Humboldt, Thomas Paine, Herbert Marcuse and John Rawls) on the respective political ideas are analysed.
Learning Outcomes	Upon successful completion of the module, students will be able to: • Student is able to reflect on the paradigm of the liberal democracy from the perspective of the history of ideas and contemporary perspectives on politics. • Student is able to analyse/evaluate the impact and relevance of the main ideas in political thought on contemporary models of liberal and social democracy. • Student is able to research one main idea in political thought by comparing primary and secondary texts of authors/schools in political theory. • Student is able to understand relevant philosophical texts on political ideas by means of the 'close reading' method.

The Political Dimension of Europe

Credits	3 ECTS
Entry Requirements	None; please note this is a 1st-year module and should only be chosen by students who do not have a background in Political Science. **This course is for semester 1 only!**
Method	Lectures and seminars
Assessment	Written exam with open questions
Course Material	Heywood, A. (2015) Key Concepts in Politics and International Relations, 2nd edition, 2015, Palsgrave
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	Upon successful completion of the module, students will be able to: • Define fundamental concepts in political science. • Illustrate the key definitions from political science with appropriate real life examples drawn from European and/or international politics. • Examine and evaluate the main political processes and institutions across Europe and globally. • Adequately use the language of political science. • Recognize essential information from reading materials and design effective study notes. • Show awareness of political diversity at the European and global level.

IGOs and INGOs- World Citizenry at Work

Credits	5 ECTS
Entry Requirements	None; please note this is a 1st-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	Open question exam (5 ECTS)
Course Material	Pease, K.K. (2011, 5th ed) International Organizations, (international edition), London: Pearson & Longman
Course Outline	In today's international world, sovereign nation states are no longer the only political actors. Interdependence is an all-encompassing word and to reflect this international organisations are fast becoming an important arena in which our governments and principal non-governmental actors do their business. This module focuses on the phenomenon of International Governmental Organisations and the increasing influence of Non-Governmental Organisations as well as the interaction between the two. The aim of this module is to provide students with a basic understanding of International Governmental Organisations and (International) Non-Governmental Organisations. The module tries to achieve this by focussing on three areas: classification and categorisation of IGOs and (I)NGOs, their development into global players and interaction between the different political actors, as well as how IGOs and (I)NGOs shape the political landscape and influence the political arena.
Learning Outcomes	Upon successful completion on the course, students will be able to: • Describe the development of international organisations. • Outline how IGOs and INGOs shape the global political landscape. • Evaluate the outcomes of IGO and NGO activities in different fields. • Recognise the challenge of different global issues and attempts to tackle these by the international community

Institutions of the European Union

Credits	2 ECTS
Entry Requirements	None; please note this is a 1st-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	The European Union Explained: How the European Union Works, European Commission DG Communication, 2014 Download: http://bookshop.europa.eu/en/how-the-european-union-works-pbNA0414810/
Course Outline	Students will gain an insight into the development of the European Union and its importance in European affairs. The following items are covered: 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 The lectures are as follows: Lecture 1: Introduction & History of the EU Lecture 2: The European Commission Lecture 3: The Council of the European Union Lecture 4: The European Parliament Lecture 5: Member States, Agencies and Other Bodies of the EU Lecture 6: Decision-making in the European Union
Learning Outcomes	Upon successful completion on the course, students will be able to: • 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 organize the treaties of the European Union • Identify the main European decision-making procedures and legal instruments

Decision Making in the European Union

Credits	5 ECTS
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: • Preparatory assignments & simulation game • Essay
Course Material	Course Manual + Support Book with selected texts and materials Handbook: How the EU Institutions work and… how to work with the EU institutions Hardacre, Alan (ed.) (2011) London: John Harper ISBN 978-0-9564508-6-9

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

European Public Policy

Credits	5 ECTS
Entry Requirements	None. **This course is for semester 1 only!**
Method	Lectures and seminars
Assessment	One group presentation in the seminars and a written exam with open questions

Course Material	Buonanno, L., Nugent, N. (2014), Policy and Policy Processes of the European Union, First Edition
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 explores in the first 5 lectures. Lecture 12 will provide a conclusion that seeks 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: • 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.

International Relations

Credits	5 ECTS
Entry Requirements	None
Method	6 lectures
Assessment	2x 1,000 word essays
Course Material	Baylis, J., Smith, S. Owens, P. (2014) The Globalization of World Politics, 6th 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: • 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.

Nation and Identity in Contemporary Europe

Credits	5 ECTS
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

Contemporary European Politics

Credits	5 ECTS
Entry Requirements	None
Method	Lectures and seminars
Assessment	3000-word essay
Course Material	Baylis, J., Smith, S. Owens, P. (2014) The Globalization of World Politics, 6th 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: • 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

The Legal Dimension of Europe

Credits	5 ECTS in Semester 1 / 4 ECTS in Semester 2
Entry Requirements	None
Method	12 lectures/seminars
Assessment	A written exam with short essay questions and a case
Course Material	Davies, K. *Understanding European Union Law* (2016) 6th edition Oxon: Routledge. Ooik van et al. *European Basic Treaties* (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: • 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.

Global Development Issues

Credits	5 ECTS
Entry Requirements	None
Method	Interactive lectures

Assessment	Written exam
Course Material	Handelman, H. (2016). *Challenges of the Developing World.* (8th edition), Rowman & Littlefield Publishers
Course Outline	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. The first part of the module will deal with general features of developing countries and the historical background (colonialism) of differences in development tracks around the world. After this introduction the issues of economic and social development will be emphasized, along with aspects of state-building, democratization, 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.
Leaning Outcomes	Upon successful completion on the course, students will be able to: • Define different concepts of development, • Show how development is measured by influential international organizations in the field, • Discuss theories on development and industrialization strategies, • Assess the ole 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, • Assess different strategies for peace building and the reconstruction of post-conflict societies, • Discuss development aid by comparing different forms of aid and their advantages and disadvantages.

Media & Politics I

Credits	5 ECTS
Entry Requirements	None
Method	Lectures, seminars 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 familiarize 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: • 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 politicization of media

Media & Politics II	
Credits	5 ECTS
Entry Requirements	None
Method	The course shall be delivered via 6 lectures (some online) and by 3 workshops. Attendance is compulsory.
Assessment	• In written form. This will take the form of a written report approx 1,000 words per student. It will cover issues such as additionality, interactivity, design, textual analysis etc. Worth 70% of final mark. • As a presentation to the class. Thus enabling students to experience a wide range of political and governmental organisations and their on line presence. Worth 30% of final mark. Groups to be formed and topics handed out in week 1
Course Material	*Political Parties and the Internet; Net Gain,* Gibson R.K., Nixon P.G. & Ward S.J., (eds)Taylor & Francis, isbn: 9780415282741

	Politics and the Internet in Comparative Perspective:Views From the Cloud, Nixon P.G., Rawal R & Mercea D.(eds) Taylor and Francis , Isbn 978041563867-8
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: • 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 utilized 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. • interrogate web sites and comment upon their design, capabilities and ease of use • work productively in a small group environment.

Public International Law

Credits	5 ECTS
Entry Requirements	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 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	• problem question assignment [presentation + essay] • comprehensive final exam

Course Material	*International Law*, Martin Dixon, Oxford U. Press. Or *International Law*, Rebecca M.M. Wallace & Olga Martin-Ortega, Sweet & Maxwell.
Course Outline	This course aims to give students a general understanding of the development and scope of Public International Law, and to provide them with knowledge of major principles of international law and their application.
Learning Outcomes	Upon successful completion on the course, students will be able to: • Have an understanding of the development and scope of Public International Law (excluding the area of Human Rights, which is dealt with in a separate course) and a working knowledge of major principles of International Law and their application. • Deal with problems that have international legal implications: analyze problem questions, set out the fundamental principles involved in the questions and show awareness of alternative arguments.

International Humanitarian Law and International Criminal Law

Credits	5 ECTS
Entry Requirements	Basic understanding of law. This course is for semester 1 only!
Method	Lectures and seminars
Assessment	Oral and written exam
Course Material	Various articles
Course Outline	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 likely to be an asset. Both International Humanitarian Law (IHL) and International Criminal Law (ICL) belong to the realm of international law. Both fields of law have developed spectacularly in recent decades. However, the basic principles of international humanitarian law and the founding conventions in this field have been around for much longer. The principles and rules of International Criminal Law have been strongly developed by International Legal institutions (many of them based in The Hague) such as the International Criminal Tribunal for the former Yugoslavia (ICTY), the International Criminal Tribunal for Rwanda (ICTR) and the International Criminal Court (ICC), some of which will be visited during field trips.

	The objective of the module is to provide students with knowledge on a mix of historical and contemporary aspects related to IHL and ICL. Apart from focusing on the knowledge of the development and the existing rules in both fields much stress will be put on acquiring a critical view towards both subjects. Moreover, students will be introduced to the notion of transitional justice and the peace v. justice debate.
Learning Outcomes	After successful completion of this course IHL/ICL module the student will be able to: ▪ Explain the historical foundations of IHL/ICL. ▪ Describe and explain the fundamental principles of IHL and apply these to actions of actors in conflict situations. ▪ Apply articles from the Rome Statute to a specific case. ▪ Analyse the Rwandan Genocide and the role of transitional justice in Rwanda. Discuss the role of the courts and tribunals that are active in the field of ICL.

International Human Rights Law	
Credits	5 ECTS
Entry Requirements	Basic understanding of law. **This course is for semester 1 only!**
Method	Lectures and seminars
Assessment	Written exam
Course Material	Various articles
Course Outline	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 likely to be an asset. 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 internationalized 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. 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, we will look at some specific human rights, such as the right to freedom of expression and privacy.
Learning Outcomes	Upon successful completion on the course, students will be able to: • 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.

MODERN FOREIGN LANGUAGES

Survival Dutch

Credits	2 ECTS
Entry Requirements	None
Method	Group work led by a faculty member. The module is designed to bring students' skills up to a level to be able to communicate in everyday situations (introducing oneself, shopping, etc.).
Course Material	Student Manual (to be found on Blackboard) Study book: Title: Nederlands in gang Methode NT2 voor hoogopgeleide anderstaligen Author: Berna de Boer, Margaret van der Kamp, Birgit Lijmbach Publisher: Uitgeverij Coutinho ISBN: 9789046902257 (included are the log-in code for the online material and CD's)
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).

Modern Foreign Language Courses

Credits	As listed on course list 2017-2018
Method	Group work led by a faculty member; The module is designed to bring students' skills up to a level to be able to communicate in everyday situations (introducing oneself, shopping, etc.).
Course Material	Student Manual (to be found on Blackboard) Study book: Title: Nederlands in gang Methode NT2 voor hoogopgeleide anderstaligen Author: Berna de Boer, Margaret van der Kamp, Birgit Lijmbach Publisher: Uitgeverij Coutinho ISBN: 9789046902257 (included are the log-in code for the online material and CD's)

Course Outline	Guest Students have a number of possibilities in studying foreign languages at ESCM. There are basic courses in Spanish, Italian, French, German, Russian, Turkish and Chinese. No previous knowledge of these languages is required. English Intermediate is offered especially for guest students. ESCM also welcomes guest students to their regular language courses offered to ESCM students. More detailed information on these courses will be made available during the orientation period. Regular language courses are of an intermediate or upper-intermediate level, and stress all language skills as well as subjects regarding business, politics, communication and culture of the countries where the language is spoken. If you choose a language subject then please make sure that you speak to the teacher concerned if you have any questions regarding your level. In the orientation programme you will find a time slot reserved for you to visit the various language departments.

Language Partner Programme

Credits	1 ECTS
Entry Requirements	Not applicable
Method	Regular appointments with tutor student; support and instruction is provided by Mrs G. Rais; individual logbook.
Assessment	Individual logbook
Course Material	Manual and guidelines provided upon registration
Course Outline	The Language Partner Programme is a tutoring programme in which students help their peers in practicing a foreign language. Native speakers can participate and are teamed up with 1-3 students for one semester. Besides language learning, there is also room for cultural activities with the language partner(s).
Learning Outcomes	The students • acquire a basic skills in tutoring peers • gain an understanding of language learning • acquire intercultural skills

PROJECTS

"Europe 21"	
Credits	6 ECTS
Entry Requirements	None; **third-year project for semester 2 only!**
Method	In student teams of five/six students. Each team carries out their own assignment.
Assessment	• The project concludes with the groups presenting their report 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: • 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	
Credits	5 ECTS
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	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). 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.* Students will be divided into groups that represent the organizations that were present during the summit. Students will defend the point(s) of view of those organizations. And they will also learn to compromise without losing sight of the goals their organization aim to achieve
Learning Outcomes	After successful completion of this course the student will be able to: • 1 describe various global challenges society faces as well as the organizations and prominent schools of thought that aim to address those challenges • 2 Summarize prominent schools of thought on sustainability • 3 Explain potential reasons for successes and failures of the summit • 4 Compare prominent schools of thought and various stakeholder points of view with published scientific articles • 5 Compose a substantiated paper that articulates the desired outcome of the debate respecting all stakeholder groups