

Dear student,

We are happy to welcome you for your exchange at NHL Stenden university, for the Fall semester or the whole academic year.

Below you can find the minors which will be offered during the year 2021-2022.

You can find the descriptions of the minors on our website, <https://www.nhlstenden.com/en/minor-choice> or click on the minor from the list to get a description.

Name minor Provisional list	Which semester?	EC's
<u>American Studies in English</u>	Semester 2	30 EC
<u>Art 'n' Sound</u>	Semester 1 & 2	30 EC
<u>Arts &amp; Culture</u>	Semester 1	30 EC
<u>Beyond Better Business</u>	Semester 2	15 EC
<u>Branding</u>	Semester 1 & 2	15 EC
<u>Change and Innovation</u>	Semester 2	15 EC
<u>Computer Vision &amp; Data Science</u>	Semester 1 & 2	30 EC
<u>Creative Cultural Communication</u>	Semester 1 & 2	30 EC
<u>Cross-border migration, Governance and security</u>	Semester 1 & 2	30 EC
<u>Creative Programming 1</u>	Semester 1 & 2	15 EC, Only online
<u>Creative Programming 1+2</u>	Semester 1 & 2	30 EC, Only Online
<u>Creative Programming 2</u>	Semester 1 & 2	15 EC, Only online
<u>Circular Start-Up</u>	Semester 2	30 EC
<u>Data Driven Decision Making in Hospitality</u>	Semester 1 & 2	15 EC
<u>E-business</u>	Semester 1 & 2	15 EC
<u>Entrepreneurship</u>	Semester 1 & 2	30 EC
<u>Europe at a crossroads</u>	Semester 2	30 EC
<u>Future Proof Hospitality</u>	Semester 1 & 2	15 EC
<u>Heritage Experience Management</u>	Semester 2	15 EC
<u>Human Behaviour and Enterprise in Organisations</u>	Semester 2	15 EC
<u>International law</u>	semester 1	30 EC
<u>Inclusive Education</u>	Semester 1	30 EC
<u>Intercultural Understanding &amp; Religion</u>	Semester 1	30 EC
<u>International Branding</u>	Semester 1 & 2	15 EC
<u>International HRM</u>	Semester 2	15 EC
<u>International Market Orientation</u>	Semester 1 & 2	15 EC
<u>Management of Alternative Accommodation Business</u>	Semester 2	15 EC

<u>Marketing Communications Service Learning</u>	Semester 1 & 2	15 EC
<u>Meaningful Media Expedition</u>	Semester 1 & 2	30 EC
<u>Music Management</u>	Semester 1 & 2	30 EC
<u>Outdoor Leadership and Adventure</u>	Semester 2	15 EC
<u>Retail Concept Development</u>	Semester 1 & 2	15 EC
<u>Rooms Division Management</u>	Semester 1 & 2	15 EC
<u>Sustainable society</u>	Semester 2	30 EC
<u>Sustainable Design Solutions</u>	Semester 1 & 2	30 EC
<u>The Art of Ethical Leadership</u>	Semester 2	15 EC
<u>The Next Web</u>	Semester 1 & 2	30 EC
<u>Tourism, Event &amp; Experience Marketing</u>	Semester 2	30 EC

Seperate courses Descriptions you can find below		
2nd year courses:	Which semester?	EC's
Marketing 2 (Creative Business)	Semester 2	12 EC
Creative Business 2 (Creative Business)	Semester 2	12 EC
Concept & Production 2 (Creative Business)	Semester 1	24 EC
Education innovation in a global context	Semester 2	30 EC
3 <sup>rd</sup> year courses		
Creative business 3 (Creative Business)	Semester 2	24 EC
Education innovation in a global context	Semester 2	15 EC

# Minor Marketing 2

## Title: Marketing 2 - Customer Journey

### Attractive summary:

In order to gain a competitive advantage as an organisation it's important that customers have a positive experience throughout their customer journey. The key to success here is offering the right content, to the right person, at the right time through the right media channels. Especially in this digital era, the online touch points are essential in this journey.

### Description:

It is becoming increasingly important for organizations to improve the customer journey in order to get ahead of the competition. The online customer journey in particular is becoming increasingly important. Consumer research shows that customers are present online at all stages of the purchasing decision process. Tools such as Google Analytics offer good insights and show how (potential) customers behave online. To find out the moments of truth, that is, the moments that matter, the customer journey must be uncovered. Therefore (qualitative) research is needed. With which content do you best meet the needs of the customer in which phase of his or her customer journey? And which touch points (media channels) are the most effective for transferring this content? How do you monitor the customer journey in order to make adjustments? These are all relevant questions that creative business professionals must ask themselves in the current and future field.

Based on a (real life) case you will work as a "customer journey" consultant (in a team), with the aim of being able to give concrete recommendations for the media and content strategy of a real client. Through the integrated Google module you learn to monitor the success of content and channels and to give the client a substantiated advice in the field of online marketing. You also learn which requirements a high-performing website must meet.

**Academy:** Communication & Creative Business

**Contact details coordinator of the**

**minor:** [hanita.van.der.schaaf@nhlstenden.com](mailto:hanita.van.der.schaaf@nhlstenden.com) / [marieke.de.back@nhlstenden.com](mailto:marieke.de.back@nhlstenden.com)

**Semester:** Semester 2, Period 4

**Location:** Leeuwarden

**Cycle:** first (bachelor level)

**Year of study:** 2

**ECTS:** 12 (336 hours)

**Max of applicants (for Exchange):** to be determined

**Language of Instruction:** English

**Prerequisites:** basic level of Marketing theory

**Learning objectives:**

Based on preliminary research the student is able to analyze the customer journey of a clearly defined persona in a professional, systematic and visual manner in order to give clear recommendations related to the media and content strategy of the client

**Recommended or required reading and other learning resources/tools:**

Module Online marketing Google

Syllabus Customer Journey

**Planned learning activities and teaching methods:**

We will use Design Based Education approach and offer a mix of ateliers, workshops and (guest)lectures during an 8 week period. Self study is also an important element.

**Assessment methods and criteria:**

The assessment consists of a group assignment (Customer Journey report & final presentation) and an individual content assignment (creating a seo proof landing page).

**Grading system:** 1 – 10

List of subjects including ECTS and indicate in which period the subject is offered (if applicable):

Subject	ects	period
Group assignment	9	P2 / P4
Individual assignment	3	P2 / P4

**Practical information:**

To prepare well for this course, we recommend you to get your (free of charge) Google certificate Digital Marketing: <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>. This not compulsory but recommended.

## Minor Creative Business 2

Title: How to win the war for talent?

### Summary

In Creative Business 2 you will zoom in on organizational design and specifically on the people part. In order to be successful, companies need the right people in the right place. The person-organization fit has to be optimal. But, how to find, attract and retain the best talents on the market? Especially when there is a *"War for talent"* going on.

### Description

In order to stand a chance in the war for talent, companies should present themselves in such a way on the labor market that the curiosity of talents is triggered. A well-crafted Recruitment Video will just do that, and more. Therefore, analyzing the very soul of a company and translating its look & feel and organizational design into an audiovisual representation will be your first (team based) assignment.

To show the talents what they can expect when they start working for a company and to have companies think about what these talented employees need and how they could satisfy them along the way, you will map out the professional route a talent might follow in an organization by designing an Employee Journey. This is your second assignment, that will be a team effort but individually assessed.

### Academy

Communication and Creative Business

Contact details coordinator of the minor

Kim Vogelzang ([kim.vogelzang@nhlstenden.com](mailto:kim.vogelzang@nhlstenden.com)) & Ronald

Dikkeboom ([ronald.dikkeboom@nhlstenden.com](mailto:ronald.dikkeboom@nhlstenden.com))

Semester: 2

Location

Leeuwarden

Cycle

First

Year of study

2

ECTS

12 (2x6)

Language of Instruction

English

### Prerequisites

Basic knowledge of Organizational Design, Business Model Canvas, Marketing, (Video) Production, Concepting

### Learning objectives

- You can professionally analyze a (media) organization and you can capture the look, feel, and authenticity through meaningful content in order to resonate with talented future employees, who fit within the organization.
- Moreover, you can design a contemporary employee journey in order to attract develop and retain talented employees for the creative business.

### Recommended or required reading and other learning resources/tools

- Robbins, S.P., & Coulter, M. (2017). *Management* (14<sup>th</sup> Edition). Pearson.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation* (1st Edition). Wiley.
- Becker, S., & Bolink, W. (2018). *The Employee Journey*. Proof.

### Planned learning activities and teaching methods

Your student journey will look like this: Using a Design Thinking approach, the first week is dedicated to team forming. Teams will consist of 5-6 students that will operate for 9 weeks as a Video Production Company (VPC). By designing and constructing your own company in Week 1, you will get your first taste of Organizational Design and HRM practices. "Prototype Testing" in week 5: Here you will get a chance to show us your Production Plan and enable your coach to give a go (or no go) towards actually producing the Recruitment Video. As the purpose of CB2 is to make you familiar with ways how to build a successful organization by getting the right talents in the right place (Organizational Design and HRM), many of the weekly topics are connected to the theory and practice about these subjects.

### Assessment methods and criteria

Assignment	Team / Individual	EC	Overall Weight	Adjustment by Peer Assessment**	Grade	Norm
<b>Employee Journey</b>	Team, individually assessed*	6	100%	No	1-10	5.5
<b>Recruitment Video</b>	Team	6	100%	Yes**	1-10	5.5

Grading system: 1 – 10

# Minor Concept & Production

**Title:** Concept & Production

**Attractive summary, max 60 words.**

In this Creative Business semester, you are going to co-create a media concept, format and proof of concept, and after selecting the most promising formats, produce one of them for the Creative Business media platform. This format is produced for and by students working and living in Leeuwarden and creates value for them and the local environment through meaningful content.

**Short description, max 250 words.**

Leeuwarden is an appreciated, cozy and dynamic international student city which attracts more than 20.000 students. The Creative Business media platform wants to support this local student environment by producing meaningful content produced for and by students. In the design process participating students learn more about creative media concept and format development, meaningful content, and producing media products and services for specific audiences and how to involve them in the process.

In the first period of nine weeks, small groups of students iteratively design media formats together, resulting in tested prototypes, which are pitched to a jury. After selecting the most promising formats, dedicated media production groups are going to produce these meaningful media products in the second block of nine weeks.

**Academy:** Communication & Creative Business

**Contact details coordinator of the semester:** (coordinator name and e-mail)

Bastiaan Nijbroek: [bastiaan.nijbroek@nhlstenden.com](mailto:bastiaan.nijbroek@nhlstenden.com)

Wyb de Boer: [wyb.de.boer@nhlstenden.com](mailto:wyb.de.boer@nhlstenden.com)

**Semester:** September-January

**Location:** Leeuwarden

**Cycle:** first (Bachelor)

**Year of study:** 2

**ECTS:** 24

**Max of applicants** (for Exchange): 20

**Language of Instruction:** English

**Prerequisites:** Motivation to develop and manage own project individually

**Learning objectives:** (max. 150 words)

After successfully completing the semester you:

1. Have proven individual contribution in audience research and format development that connect to the guidelines of the Creative Media platform.
2. Understand various methods for concept and format development and are able to give substantiated reasoning for choosing a method.
3. Have individually shown sufficient evidence of being on level C of Learning Outcome 9, Media Content: You can contribute to issues in the field of concept development, production and marketing based on a substantiated opinion about the meaning and perception of media expressions.
4. Have individually shown sufficient evidence of being on level B of Learning Outcome 10, Media Concepting: You have insight into and can contribute to the development (which can be a (re) design, adaptation, improvement or simplification) of a promising media concept that is focused on a meaningful media experience of a specific target group.
5. Have individually shown sufficient evidence of being on level C of Learning Outcome 11, Media Production: You can contribute to the creation of creative media products / services which meet desired production goals.
6. Have individually shown sufficient evidence of contribution to design-based research.
7. Have individually shown sufficient evidence of communicating concise at CEFR B2 level.

**Recommended or required reading and other learning resources/tools:**

Literature titles are shared or found individually. Standard creative software and equipment for the production of media is available as far as our capacity reaches.

**Planned learning activities and teaching methods:** (max 100 words)

Three times a week groups meet a daypart in Ateliers, workspaces for co-creation, coaching, instructions, Q&A's, feedback, etc. Additionally, lectures and workshops are organized when needed.

A group of 20-25 students have their own coach. Mostly there is worked in smaller sub-groups of 2, 6, sometimes 12, depending on the formats that are produced, and the products that need to be created, leading to the final produced formats.

**Assessment methods and criteria:**

Participation in Ateliers and (sub-)group assignments. Individually able to reach the objectives as mentioned under Learning Objectives, above.

**Grading system:** 1 – 10

List of subjects including ECTS and indicate in which period the subject is offered (if applicable):

Subject	ects	period
Concept individual	6	1
Concept group	6	1
Production individual	6	2
Production group	6	2

# Minor Creative Business 3 – “Becoming a Media Professional”

Creative Business 3 takes place in the 3rd year of the Bachelor Creative Business and Media Management. The course lasts 1 semester and will start twice a year: in September and in February. ***The first time students can follow this module as a minor is in February 2021.***

## Summary

During the first 2 years of the bachelor “Creative Business” students have acquired multiple skills like understanding and creating meaningful content, concept development, media production, (online) marketing, management and communication. The purpose of the 3<sup>rd</sup> year module CB3 is to challenge the students with one or more “media-projects” in which they have to apply the acquired knowledge and skills and take it to the next level. In short this means ***independently*** carrying out an assignment for a “real-life” client (preferable a media company or a media-related assignment from another company or institution). With ‘independently’ we mean that students have a pro-active attitude and are

- able to formulate their own learning goals and objectives;
- able to operate on their own, individually and in a team;
- able to communicate with clients and stakeholders and
- able and willing to ask for supervision only when needed.

Clients are made available via the school network, but it is certainly possible arrange a project with your own client.

Within the projects there will be specific attention on additional subjects like Media literacy (meaningful communication), Media and Business ethics, Sustainability, strategic management, marketing, planning and implementation.

## Description

The minor starts with a 1 or 2 week-period in which students construct their own Project plan for the module. This plan describes the projects the students will undertake and links the projects to the learning outcomes of the course. After this period and after approval of the project plan by the coaches, students will work on their project(s). Each (group of) student(s) will have their own planning, deadlines and deliverables. Deliverables will be f.i. business and reflection reports, presentations, interviews and a personal portfolio, again depending on the projects.

**Academy:** Communication and Creative Business

**Contact details, Coordinator of the minor:** Karolina van der Meulen (karolina.van.der.meulen@nhlstenden.com)

**Semester:** 1 & 2

**Location:** Leeuwarden

**Cycle:** short / first / second / third

**Year of study:** 3

**ECTS:** 24

**Language of Instruction:** English

## Prerequisites

Knowledge and skills in the field of media production and content creation are definitely an advantage. Next to that knowledge on (online) Marketing, Business economics and (project)management are required.



## Learning objectives

During this minor you will have to ask yourself this question over and over again:



*"How can I demonstrate the learning outcomes given the situation in this project and realizing I have to show a certain theoretical level of knowledge?"*

To answer this question, it is very useful to use this breakdown:

- Knowledge: with every step you take in your project (as well in progress as in content) you will have to use theory as a fundamental start on which to continue in your project
- Skills: next, enroll every step in your project and clearly demonstrate the knowledge obtained
- Attitude: convince yourself that you are acting on a professional level, such as mentioned in the learning outcomes

In this minor you will work on the following learning objectives:

Planning and organizing

*"You can plan and organize the work of an organization in a creative business environment by coordinating people, resources and processes in such a way that they contribute to predefined organizational objectives."*

Leading and controlling

*"You can purposefully and effectively lead and control people (both individually and in teams), processes and projects in a creative business environment."*

Financial management

*"You make (in collaboration with financial controller or independently) financial forecasts and analyses with a short and longer-term perspective for new (simple or single) products and services and you can explain this clearly to others."*

Communicating

*"You can communicate effectively and systematically in (international) contexts in a wide variety of situations."*

Research

*"You can independently conduct methodically-justified research for issues relevant to the creative business, the results of which are meaningful in a given situation or context."*

Reflection and development

*"Using external input, you can analyze methodically your own personal performance, and can translate this into a detailed vision with which your professional performance can be further developed."*

Media landscape

*"You have sufficient knowledge of and insight into the media landscape that you can make a demonstrable contribution to organizational objectives at a strategic level."*

Media content

*"You can contribute to issues in the field of concept development, production and marketing based on a substantiated opinion about the meaning and perception of media expressions."*

Media Concepting

*“You can contribute to the development (which can be a (re) design, adaptation, improvement or simplification) of a promising media concept that is focused on a meaningful media experience of a specific target group.”*

Media marketing

*“You can contribute to the development and implementation of a strategic marketing plan on the basis of which concrete and effective marketing actions can be carried out which contribute to the realization of organizational objectives.”*

**Recommended or required reading and other learning resources/tools**

If you're interested in this minor please contact the coordinator on this.

**Planned learning activities and teaching methods**

Students will work individually and in teams and will be supervised by a coach. Next to that 'expert-classes' will be offered and consultation hours. Most knowledge will be offered in online courses.

**Assessment methods and criteria**

The module will be assessed with reports, presentations, interviews and a personal portfolio. Next to that there is room for any other form of valid testing that suits the learning goals and/or the projects.

Grading system: 1 – 10

List of subjects including ECTS and indicate in which period the subject is offered (if applicable):

*Not yet available*

Practical information:

*Not yet available*

## EDUCATION

### EDUCATIONAL INNOVATION IN A GLOBAL CONTEXT

Education is rapidly becoming more international and the number of international schools is increasing fast. With schools becoming more multicultural, it is quite likely that in the future you will teach pupils from different cultural backgrounds. What better way is there to understand cultural differences than going on exchange to experience another culture yourself?

The programme of the minor Educational Innovation in a Global Context consists of a 15 ECTS core programme in which international student teachers for both primary and secondary education can take part. You will have your home base in the NHL Stenden InnovationLab and the group of primary and secondary education student teachers will be your home base. In addition you will have classes together with Dutch student teachers and visit schools. You're going to be a part of the MySchoolsNetwork development team, which includes creating online content, online moderation and giving feedback to children both in the Netherlands and abroad.

The program consists of a three-module core programme (15ECTS)

- Sharing online workplace dilemmas: Part of this module is to visit schools and use input from these visits to work on dilemmas
- Flipped Classroom; You're going to be a part of the MySchoolsNetwork online creation team. Learning to produce interactive content (for your field of study) and publishing for schools for the platform of MySchoolsNetwork.
- E-mentoring : You will learn all about different ways of giving effective formative feedback and apply your knowledge by giving feedback to K12 pupils in different online settings.

In addition to the 15 ECTS core programme you will have a choice as to how you will give shape to the remaining 15 ECTS of you stay at NHL Stenden University. Your options are :

- American Studies
- Theatre and Drama (admission requirement is that students have a background in theatre and drama)
- 21st century challenges
- E-design

**For more information about the above courses see**

: <https://www.myschoolsnetwork.com/projects/minor-educational-innovation-in-a-global-context-2020/page/13914>

**Academy:** Academy of teacher education secondary schools, Academy of teacher education primary schools.

**Contact details coordinator of the minor:** Ilonka Lührman ([ilonka.luhrman@nhlstenden.com](mailto:ilonka.luhrman@nhlstenden.com)) or [io@nhlstenden.com](mailto:io@nhlstenden.com))

**Semester:** Spring

**Location:** Leeuwarden

**Year of study:** 2 / 3 /

**ECTS:** 30

**Language of Instruction:** English

**Prerequisites:** for second- and third-year bachelors

**Learning objectives:**

Your learning environment will be in the province of Friesland, which is in the North of The Netherlands. In Friesland, there are multilingual schools where you, as an exchange student, can explore the effect of teaching in more than one language. You will do a 15 ECT core program in our InnovationLab and a 15 ECT profile of choice e.g. 21st Century Challenge, American Studies or Theatre & Drama.

**Planned learning activities and teaching methods:**

Flipped Classroom: You design, develop and test (Design Based Education) an online Flipped Classroom course for your subject.

Sharing workplace dilemmas: you participate in an international community of practice

E-mentoring (15 ECTS): you acquire a practical understanding of the workings and effectiveness of Corrective Feedback to young learners in the international online platform MySchoolsNetwork.

E-design: You will design, develop and test an educational multimedia product. You will do so on the basis of an authentic commission from e.g. a school, museum or other educational institution.

American Studies (15 ECTS): you will learn about the US in a variety of ways: The American Dream, History and Politics. Required: English at level CEFR B2.

Theatre & Drama (15 ECTS): the professional practice and implementation of theatre and drama in schools or communities. Admission interview required.

21st Century Challenge (15 ECTS): you will design, develop and test an activating educational program for pupils in primary education (age 4 - 12).

Dutch Language & Culture (5 ECTS): an interactive and fun course. You will learn the basics of the Dutch language with the focus on culture and communication.

**Assessment methods and criteria:** Assignments & Portfolio assessment & Tests

**Grading system:** 1 – 10

**List of subjects including ECTS and indicate in which period the subject is offered (if applicable):**

Subject	ECTS	Period
Core modules		
E-mentoring	5	Spring
Flipped Classroom	5	Spring
Sharing Workplace Dilemmas	5	Spring
For the remaining 15 ECTS a choice can be made from :		
E-design	15	Spring
American Studies	15	Winter/Spring
Theatre and drama	15	Spring
21st Century Challenges	15	Spring
Dutch Language & Culture	5	Spring

**Practical information:**

Level: Second and third year courses of the bachelors for Primary and Secondary Education. <see planned learning activities and teaching methods>