International Business Administration (BSc)

Vrije Universiteit Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - B International Business Administration - 2013-2014

The IBA programme is geared towards professional business services. It focuses on business service providers and how they operate. Think for instance of banks and insurance companies, distributors and transport companies, consultancy firms, software houses, and Internet-based companies. However, industrial companies also have service-based processes. Some examples of these are internal consultancy services, IT departments, and distribution centres. International Business Administration focuses - as the name implies - on professional business services in an international context.

Read the full description of the programme or use the schedule below for information on the individual courses in the programme.

Inhoudsopgave

Opleidingsdelen:

- Interdepartmental Honours Courses

Vakken:

Naam	Periode	Credits	Code
Behavioral Game Theory	Periode 1	6.0	E_HP2_BGT
Behavioural Foundations of Economics and Finance		6.0	E_HP1_BFEF
Bubbles and Crashes -HP-	Periode 5	6.0	E_HP1_BC
Current Research in Business: Researching Creative Industry	Periode 1	6.0	E_HP2_CRB
Economics of Globalization: A Transaction Cost Perspective	Periode 5	6.0	E_HP1_EGTC
Empirics of Productivity Growth		6.0	E_HP2_EPG
Meta-Analysis in Business and Economics		6.0	E_HP2_MABE
Research Assistantship Honours Course	Ac. Jaar (september)	6.0	E_HP2_RASS
Strategic alliances and networks		6.0	E_HP2_SAN
Strategy as Practice	Periode 2	6.0	E_HP1_SP
Translating Mathematical Theory into Practice: Timet R S		6.0	E_HP2_TMTIP

Interdepartmental Honours Courses

Vakken:

Naam	Periode	Credits	Code
Current Issues in Psychopathology	Semester 1	6.0	OH_CIP

B IBA year 1

Vakken:

Naam	Periode	Credits	Code
Business Mathematics	Periode 1+2	3.0	E_IBA1_BM

Business Research Methods	Periode 1+2	6.0	E_IBA1_BRM
Cross Cultural Management (Basics)	Periode 6	3.0	E_IBA1_CCMB
Economics	Periode 6	3.0	E_IBA1_EC
Finance and Financial Arithmetic	Periode 5	6.0	E_IBA1_FFA
Financial Accounting and Bookkeeping	Periode 2	6.0	E_IBA1_FAB
Integration: Business Processes	Periode 3	3.0	E_IBA1_IBP
Introduction to International Business Administration	Periode 1	6.0	E_IBA1_IIBA
Logistics and Operations Research	Periode 4	6.0	E_IBA1_LOR
Marketing Management	Periode 1	3.0	E_IBA1_MM
Organizational Behavior	Periode 4	6.0	E_IBA1_OB
Skills Lab	Periode 2+3	3.0	E_IBA1_SLAB
Statistics I	Periode 5	6.0	E_IBA1_STAT1
Tutor IBA	Periode 1+2	0.0	E_IBA1_TUTOR

B IBA year 2

Vakken:

Naam	**Periode**	**Credits**	**Code**
Business Information Technology	Periode 1	6.0	E_IBA2_BIT
European Business Law	Periode 4	6.0	E_IBA2_EULAW
Financial Management	Periode 2	6.0	E_IBA2_FM
Human Resources Management	Periode 3	3.0	E_IBA2_HRM
Integration: Business Plan	Periode 6	3.0	E_IBA2_IBP
Logistics and Information Systems	Periode 5	6.0	E_IBA2_LIS
Management Accounting	Periode 4	3.0	E_IBA2_MAAC
Organization Design	Periode 2	6.0	E_IBA2_OD
Philosophy I	Periode 6	3.0	E_IBA2_PHIL1
Quantitative Business Analysis	Periode 4	3.0	E_IBA2_QBA
Services Marketing Management	Periode 5	6.0	E_IBA2_SMM
Statistics II	Periode 3	3.0	E_IBA2_STAT2
Strategy and Environment	Periode 1	6.0	E_IBA2_SENV

B IBA year 3

Opleidingsdelen:

- B IBA year 3 - Accounting
- B IBA year 3 - Economics
- B IBA year 3 - Finance
- Third year International Business Administration international courses
- B IBA year 3 - elective courses
- B IBA year 3 - Marketing
- B IBA year 3 - STREEM
- B IBA year 3 - obligatory courses

B IBA year 3 - Accounting

Vakken:

Naam	Periode	Credits	Code
Financial Accounting	Periode 1	6.0	E_EBE3_FAC
Financial Statement Analysis	Periode 5	6.0	E_EBE3_FSA
Management Accounting and Control	Periode 1	6.0	E_BK3_MAC

B IBA year 3 - Economics

Vakken:

Naam	Periode	Credits	Code
Macroeconomics	Periode 1	6.0	E_EBE3_MAEC
Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Microeconomics	Periode 2	6.0	E_EBE3_MIEC
Werkcollege Macro-economie	Periode 3+4	6.0	E_EBE3_WCMA
Werkcollege Micro-economie	Periode 3+4	6.0	E_EBE3_WCMI

B IBA year 3 - Finance

Vakken:

Naam	Periode	Credits	Code
Corporate Finance	Periode 2	6.0	E_EBE3_CF
Investments	Periode 4	6.0	E_EBE3_INV

Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Tutorial Corporate Finance	Periode 3+4	6.0	E_EBE3_WCCF

Third year International Business Administration international courses

Vakken:

Naam	**Periode**	**Credits**	**Code**
Development Economics	Periode 4	6.0	E_EBE3_DEVEC
E-Business and IT-Industry	Periode 2	6.0	E_BK3_EBITI
Economische en sociale geschiedenis	Periode 2	6.0	E_EBE3_ESG
European Integration and Networks	Periode 1+2, Periode 4+5	6.0	E_IBA3_EUIN
International Economics	Periode 2	6.0	E_EBE3_INTEC
International Marketing	Periode 5	6.0	E_BK3_INTM
International Strategy	Periode 5	6.0	E_EBE3_INTST

B IBA year 3 - elective courses

Vakken:

Naam	**Periode**	**Credits**	**Code**
Accounting Information Systems	Periode 2	6.0	E_EBE3_AIS
Advanced Human Resources Management	Periode 1	6.0	E_BK3_AHRM
Applied Quantitative Economics	Periode 4	6.0	E_EBE3_AQE
Belastingrecht	Periode 4	6.0	E_EBE3_BEL
Boekhouden	Periode 4+5	6.0	E_EBE3_BOEKH
Business Intelligence	Periode 1	6.0	E_BK3_BI
Consultancy Industry	Periode 1	6.0	E_BK3_CI
Consumer Behavior	Periode 1	6.0	E_EBE3_CB
Corporate Finance	Periode 2	6.0	E_EBE3_CF
Corporate Financial Management	Periode 4	6.0	E_BK3_CFM
Development Economics	Periode 4	6.0	E_EBE3_DEVEC
E-Business 3.4	Periode 4	6.0	E_BK3_EBUSI
E-Business and IT-Industry	Periode 2	6.0	E_BK3_EBITI
Economie van het onroerend goed	Periode 5	6.0	E_EBE3_EOG

Economische en sociale geschiedenis	Periode 2	6.0	E_EBE3_ESG
Enterprise Systems	Periode 2	6.0	E_BK3_ES
Environmental Economics and Management	Periode 4	6.0	E_EBE3_EEM
European Distribution and Supply Chain Logistics	Periode 1	6.0	E_BK3_EDSCL
European Integration and Networks	Periode 1+2, Periode 4+5	6.0	E_IBA3_EUIN
Finance, Banking and Insurance	Periode 2	6.0	E_BK3_FBI
Financial Accounting	Periode 1	6.0	E_EBE3_FAC
Financial Statement Analysis	Periode 5	6.0	E_EBE3_FSA
International Economics	Periode 2	6.0	E_EBE3_INTEC
International Marketing	Periode 5	6.0	E_BK3_INTM
International Strategy	Periode 5	6.0	E_EBE3_INTST
Investments	Periode 4	6.0	E_EBE3_INV
Knowledge Management	Periode 2	6.0	E_BK3_KM
Macroeconomics	Periode 1	6.0	E_EBE3_MAEC
Management Accounting and Control	Periode 1	6.0	E_BK3_MAC
Management and Organization: Consulting Debates	Periode 2	6.0	E_EBE3_MO
Marketing Research	Periode 4	6.0	E_BK3_MRES
Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Microeconomics	Periode 2	6.0	E_EBE3_MIEC
Midden- en kleinbedrijf	Periode 1	6.0	E_EBE3_MKB
Ondernemingsrecht	Periode 1	6.0	E_EBE3_OR
Organization Perspectives and Dynamics	Periode 2	6.0	E_BK3_OPD
Services Logistics	Periode 4	6.0	E_BK3_SL
Strategic Management and the Strategy Process	Periode 4	6.0	E_BK3_SMSP
Strategy and Economics	Periode 5	6.0	E_EBE3_SEC
Technology and Innovation	Periode 1	6.0	E_BK3_TI
Transport and Network Economics	Periode 4	6.0	E_EBE3_TNE
Transport, Distribution and Logistics	Periode 2	6.0	E_BK3_TDL
Tutorial Corporate Finance	Periode 3+4	6.0	E_EBE3_WCCF
Tutorial Marketing	Periode 3+4	6.0	E_EBE3_WCMKT
Urban Economics	Periode 2	6.0	E_EBE3_UEC
Werkcollege Accounting: Financial Accounting	Periode 3+4	6.0	E_EBE3_WCAFA

Werkcollege Accounting: Management Accounting	Periode 3+4	6.0	E_EBE3_WCAMA
Werkcollege Macro-economie	Periode 3+4	6.0	E_EBE3_WCMA
Werkcollege Micro-economie	Periode 3+4	6.0	E_EBE3_WCMI

B IBA year 3 - Marketing

Vakken:

Naam	**Periode**	**Credits**	**Code**
Marketing Research	Periode 4	6.0	E_BK3_MRES
Tutorial Marketing	Periode 3+4	6.0	E_EBE3_WCMKT

B IBA year 3 - STREEM

Vakken:

Naam	**Periode**	**Credits**	**Code**
Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Microeconomics	Periode 2	6.0	E_EBE3_MIEC
Werkcollege Micro-economie	Periode 3+4	6.0	E_EBE3_WCMI

B IBA year 3 - obligatory courses

Vakken:

Naam	**Periode**	**Credits**	**Code**
Advanced Business Research Methods	Periode 4	6.0	E_IBA3_ABRM
Bachelor's Thesis	Ac. Jaar (september)	9.0	E_IBA3_THS
Philosophy II	Periode 5	3.0	E_IBA3_PHIL2
Professional Skills	Periode 5	3.0	E_IBA3_PROFS
Social Network Analysis	Periode 4	6.0	E_IBA3_SNA

Accounting Information Systems

Vakcode	E_EBE3_AIS (60341030)
Periode	Periode 2
Credits	6.0

Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. J.B.T. Bergsma RA
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Het leerdoel is het verwerven van een zodanige kennis van en inzicht in de grondslagen van de bestuurlijke informatieverzorging dat voor organisaties de bestuurlijke informatieverzorging op hoofdlijnen kan worden ontworpen en de opzet en de werking van de bestaande bestuurlijke informatieverzorging op hoofdlijnen kan worden beoordeeld.

Studenten hebben na afloop van de collegecyclus kennis van en inzicht in:

- de verschillende te onderscheiden vormen van bestuurlijke informatie en de daaraan te stellen eisen in relatie tot het gebruiksdoel ervan in organisaties. Belangrijke eisen zijn eisen inzake de inhoud, de betrouwbaarheid, de tijdigheid en de presentatievorm van de bestuurlijke informatie
- de organisatie van de informatieverzorging: de processen, de functies en de hulpmiddelen

Inhoud vak
De inhoud van de cursus kent de hoofdthema's:

- algemene grondslagen
- fasen van de waardenkringloop

Onderwijsvorm
hoorcollege
gecombineerd met activerende werkvormen

Toetsvorm
schriftelijk tentamen

Literatuur
- Oscar van Leeuwen en Jon Bergsma, Bestuurlijke Informatieverzorging in perspectief. Relevante en betrouwbare informatie voor sturing en beheersing. Meest recente druk
- Starreveld, Van Leeuwen & Van Nimwegen, Bestuurlijke informatieverzorging. Deel 2A: Toepassingen. Fasen van de waardekringloop. Meest recente druk. Groningen/Houten: Stenfert Kroese, ISBN 90 2073053 3.
- Bodnar, G.H. & W.S. Hopwood. Accounting Information Systems. Meest recente editie. Pearson Prentice Hall.

Aanbevolen voorkennis
- Management en Organisatie
- Financial Accounting

Overige informatie
Wijzigingen in de literatuur worden uiterlijk 1 maand voorafgaande aan de aanvang van het vak op de daarvoor geëigende wijze bekend gemaakt.

Advanced Business Research Methods

Vakcode	E_IBA3_ABRM (61742010)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. ir. J.J. Berends
Examinator	dr. ir. J.J. Berends
Docent(en)	dr. ir. J.J. Berends, ir. F. Deken
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak
This course aims to familiarize you with different approaches in business research and develop your skills to apply qualitative and quantitative research methods.

Inhoud vak
- Qualitative and quantitative research strategies and research cycles (case study; grounded theory; ethnography; focus group; survey)
- Qualitative methods of data collection (incl. interviews) and analysis (incl. coding)
- Quantitative methods of data collection (incl. questionnaire construction) and analysis (incl. multivariate analyses)

Onderwijsvorm
Lectures and tutorials
The lectures provide an introduction to the use of qualitative and quantitative methods in business research. The assignments are introduced in the lectures and the lectures provide the background knowledge needed to make the assignments. Attendance to the lectures is strongly recommended.
During the tutorials students will receive guidance and feedback on their assignments. Presence at the tutorials is obligatory.

Toetsvorm
Individual written exam (50%) and group assignments on qualitative methods (25%) and quantitative methods (25%). In order to pass you need at least a 5.5 for each component.

Literatuur
Will be announced at Blackboard.

Vereiste voorkennis
Business Research Methods (1st year course)

Advanced Human Resources Management

Vakcode	E_BK3_AHRM (61312000)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. D.A. Driver-Zwartkruis

Docent(en)	dr. D.A. Driver-Zwartkruis
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	300

Doel vak
- To introduce theories which inform the study of HRM;
- To heighten students awareness of the importance of HRM in an organizational context
- To facilitate students' awareness of the behavioral and economic aspects of organizational effectiveness.

Inhoud vak
In this course emphasis is given to theories which underpin HRM practices, attention will be given to contemporary topics including workplace diversity. Thus, a variety of theories will be discussed. Increasingly, HR professionals are playing a significant role in assisting management with syncretizing employee talent and organizational goals. This role requires HR professionals to give attention to the broader society including economic conditions, labor market situations, demographic composition and international relations. Thereby, HR professionals are empowered to become more central as a business partner in assisting management with designing, implementing and evaluating strategies conducive to maintaining and gaining a competitive advantage.

Onderwijsvorm
Lectures and seminar/response hours. During the lectures, the obligatory literature will be addressed, additionally, guest lecturers will be invited. In the seminars/response hours current events and relevant HRM theories will be discussed, therein theory and practice will be applied.

Toetsvorm
multiple choice examination

Literatuur
An 'up-to-date' reader that is composed of 8 conceptual and empirical articles on HRM, published in acknowledged international journals.

Vereiste voorkennis
Basic knowledge of human resource management processes and practices is assumed (equivalent to the 2nd year course Human Resource Management).

Applied Quantitative Economics

Vakcode	E_EBE3_AQE (60322080)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M. Massmann
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

By the end of this course students will have been introduced to modern econometric techniques, enabling them to conduct methodological or empirical analyses of their own. In particular, students will be familiar with both the econometric theory essential to examine cross-sectional, time series and panel data sets, and with real-world applications in macroeconomics, finance and business. The objective is to prepare participants for quantitative research in economics on graduate or PhD programmes.

Inhoud vak

The contents of the course may be divided into three categories: The first part will consist of a brief yet rigorous review of estimation and inference in the linear regression model on the one hand and of an extension of the basic setup to cover departures from the usual assumption of homoscedastic and Gaussian error terms on the other hand. The second part of the course will look at advanced topics in regression analysis such as panel data models as well as instrumental variable estimation as a generalization of least-squares. Finally, the estimation and forecasting of time series models will be covered in the third part of the course, with particular attention paid to such concepts as nonstationarity, cointegration and Granger-causality. Throughout the course, the focus will lie on developing an intuition for state-of-the-art econometric and statistical concepts, and a balance will be struck between theoretical derivations and empirical applications. The textbook used (see below) is particularly well-suited for this purpose, as it is targeted at an audience of advanced undergraduate students in economics and business studies, and it is written by two of the foremost contemporary econometricians. Extensive use will be made of the EViews software package, both for in-class illustration and for hands-on homework exercises.

Onderwijsvorm

Interactive lectures and hands-on exercises in the computer lab

Toetsvorm

There will be a computer-based test at the end of the course.

Literatuur

J.H. Stock & M.W. Watson: “Introduction to Econometrics”, Pearson

Aanbevolen voorkennis

This course builds on the foundations laid either in the sequence of courses in `Kwantitatieve Methoden` (on the Economics programme) or in that of `Statistics` and `Business Mathematics` (on the programme in Business Administration). It assumes familiarity with such probabilistic concepts as discrete and continuous random variables, hypothesis testing and central limit theorems, and with the essentials of regression and ANOVA analysis. This material corresponds more or less to chapters 1-5 in Stock & Watson, and students are recommended to refresh their memory on this prior to the first lecture.

Overige informatie

Participation in this course is a worthwhile preparation for the methodological element of Empirical Finance 4.2 and is thus recommended to those intending to follow the Master in Finance programme. The econometric techniques discussed in AQE 3.4 will also be beneficial to everyone planning to write an empirical Bachelor's thesis.

Bachelor's Thesis

Vakcode	E_IBA3_THS (61780000)
Periode	Ac. Jaar (september)
Credits	9.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. A.C. Guldemond
Lesmethode(n)	Hoorcollege
Niveau	300

Behavioral Game Theory

Vakcode	E_HP2_BGT (60322180)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.E.D. Houba
Docent(en)	dr. H.E.D. Houba
Lesmethode(n)	Hoorcollege
Niveau	300

Behavioural Foundations of Economics and Finance

Vakcode	E_HP1_BFEF (986130)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Docent(en)	dr. R.G.W. Kraussl
Lesmethode(n)	Hoorcollege
Niveau	300

Belastingrecht

Vakcode	E_EBE3_BEL (60341070)
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	mr. H.A. Brasz
Docent(en)	mr. H.A. Brasz
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Voor accountants en controllers is kennis van het belastingrecht een absolute must. Zij moeten namelijk de fiscale gevolgen van juridische handelingen begrijpen en kunnen duiden. Dit klemt te meer nu het bedrijfsleven steeds vaker in complexe juridische (concern)structuren is georganiseerd, met alle fiscale gevolgen van dien. Accountants en controllers dienen primair de fiscale positie van een onderneming zoals die zich vertaalt in balansposten te kunnen beoordelen. Daarnaast dienen zij als intermediair te kunnen fungeren tussen opdrachtgevers (ondernemingen en/of particulieren) en fiscale specialisten. Zij dienen met andere woorden de fiscale problematiek te onderkennen. Dit wordt van steeds meer belang nu het belastingrecht jaarlijks gecompliceerder wordt en de fiscale gevolgen van allerlei beslissingen materieel een voortdurend grotere rol spelen. Het internationaal en Europees belastingrecht wint daarbij sterk aan betekenis. Waar nodig zal hieraan dus ook aandacht worden besteed. In dit vak ligt de nadruk op het verwerven van kennis en inzicht met betrekking tot het formele belastingrecht zoals dat is verwoord in de AWB en de AWR, de invorderingswet, de loonbelasting en de omzetbelasting. Daarnaast moet de student zich de hoofdzaken van het positieve belastingrecht met betrekking tot de fiscale winstbepaling eigen maken, zoals dat is vastgelegd in de inkomstenbelasting en vennootschapsbelasting. Tevens dient men inzicht te verwerven in de onderlinge samenhang van de verschillende belastingen.

Inhoud vak
In de colleges wordt de stof uit het voorgeschreven studieboek verduidelijkt. Voorts dient men de basiskennis te verdiepen door deze toe te passen op aan de praktijk ontleende cases, zodat men later in de praktijk fiscale aspecten kan onderkennen. Aan het begin van de cursus wordt een gespecificeerd studieprogramma beschikbaar gesteld.

Onderwijsvorm
Gedurende zes weken wordt de fiscale problematiek behandeld in een hoor/werkcollege. Tijdens het hoorcollege gedeelte zullen de grondslagen betreffende het onderwerp van die dag aan de orde komen, terwijl in het werkcollege aan de hand van een aantal casus de theorie zal worden toegepast op praktijksituaties. Voor een succesvol verloop van de cursus is het van belang dat de cursisten actief meedoen bij de behandeling van de casus. Bestudering hiervan voorafgaand aan de behandeling is derhalve een noodzaak.

Toetsvorm
schriftelijk tentamen

Literatuur
Wordt bekend gemaakt.

Boekhouden

Vakcode	E_EBE3_BOEKH (60311018)
Periode	Periode 4+5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Coördinator	H.J. Bouwer
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
Studenten met basiskennis boekhouden, financial accounting en management accounting (meer) vaardigheid aanleren om gegeven situaties/vraagstukken op het gebied van financial accounting en management accounting te vertalen naar hun administratieve verwerking (simpel gezegd: “leren denken in journaalposten”).

Inhoud vak
Te behandelen onderwerpen zijn onder meer:
budgettering/verschillenanalyse, deelnemingen, consolidatie, intercompany profit, fiscale winstbepaling, onderhanden projecten.

Onderwijsvorm
Hoor- en werkcolleges. In de werkcolleges worden cases en oefeningen behandeld.

Toetsvorm
Onderdelen van cases worden digital getoetst. Tussentoetsen en schriftelijk tentamen.

Literatuur
Boekhouden Geboekstaafd delen 1, 2 en 3., Fuchs, Van Hoepen, Van Vlimmeren.

Vereiste voorkennis
Keuzevak voor studenten die zich voorbereiden op accountancytrajcect. Kan voortbouwen op basiskennis financial accounting / management accounting uit eerste twee jaren plus verdiepingskennis financial accounting derde jaar.

PGO deficiëntie (deeltijdopleiding): deficiëntievak voor studenten met HBO-vooropleidingen anders dan BE en Accountancy, en voor WO-studenten met niet-economische vooropleidingen.

Aanbevolen voorkennis
Basiskennis van het vak boekhouden wordt als bekend verondersteld. Dit is het niveau van basiskennis financial accounting / management accounting uit eerste twee jaren van de bachelor-opleiding plus verdiepingskennis financial accounting uit het derde jaar.

Digitale entreetoets.

Overige informatie
Dit keuzevak Boekhouden bouwt voort op de kennis uit het vak Financial Accounting and Bookkeeping. Dit keuzevak kun je gebruiken om een deficiëntie voor instroom in de postgraduate accountantsopleiding op te heffen.

Bubbles and Crashes -HP-

Vakcode	E_HP1_BC ()
Periode	Periode 5

Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.H. Siegmann
Docent(en)	dr. A.H. Siegmann
Lesmethode(n)	Hoorcollege
Niveau	300

Business Information Technology

Vakcode	E_IBA2_BIT (61612040)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. G.C. van de Weerd
Docent(en)	prof. dr. B.J. van den Hooff, dr. G.C. van de Weerd, dr. M.G.A. Plomp
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	200

Doel vak

After completion of the course, the student is able to explain the importance of information systems (IS) for organizations, to formulate an IS strategy, to analyze the consequences of IS for organizations, and to advise on how to best implement an IS.

Specific learning objectives:
After completion of the course, the student:
- Is able to explain the relation between information, IT and IS.
- Understands the importance of information and IS for organizations.
- Is able to specify and distinguish between several types of IS used in organizations.
- Is acquainted with the most important technological developments in the IS field.
- Is able to model data, activities and information flows.
- Can explain how IS can be used to make organizations more efficient, to support organizational decision making, and to create a competitive advantage.
- Understands the relationship between an organization’s strategy and its IS.
- Knows how IS and an organization’s structure, culture, and processes mutually influence each other.
- Knows how IS influence and are influenced by the individuals in an organization.
- Can develop an IS implementation strategy based on several IS and organizational factors.
- Is able to advise an organization about how to best implement an IS.

Inhoud vak
Business Information Technology (BIT) is an introductory course on the role of information systems (IS) in organizations. In contemporary service organizations, information is a crucial resource for an organization's survival. BIT focuses on how IS help managing these information resources and on how organizations can benefit from these systems. First, we explain the importance of information and IS for organizations and how this should be aligned with business and strategy. Second, we provide an overview of the most important technological developments in IS, including developments in IT infrastructure, databases, and Internet technology. Third, we provide an overview of the most important IS in an organization, such as Enterprise Resource Planning systems, Customer Relationship Management systems, Decision Support Systems and eBusiness systems. We then turn to explaining the relationship between IS and the organization. First, we discuss how an organization's strategy and its IS strategy are related. Thereafter, the mutual influence of IS and the organization is delineated. On the one hand IS influence how an organization works: IS affect an organization's strategy, processes, structure, and culture. On the other hand, these characteristics also determine how IS may best fit an organization. The relation between IS and individual users is similar. Users' characteristics determine use and effect of IS, but IS also change the way people work individually and together. Based on the discussion of the aforementioned subjects, we treat the successful implementation and management of IS in organizations.

Onderwijsvorm
Lectures and guest lectures (attendance is not obligatory, but recommended)
Case study classes (attendance is obligatory)

Toetsvorm
Case assignments: 40 %
Written examination: 60%

Literatuur
Custom-published book:
Managing Information Systems. Plomp, M.G.A., & van de Weerd, I. (Eds.) Harlow, UK: Pearson Education Ltd. ISBN 978-1-78365-346-1.

Additional articles will be made available via Blackboard.

Business Intelligence

Vakcode	E_BK3_BI (61312020)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. J.F.M. Feldberg
Docent(en)	dr. J.F.M. Feldberg
Lesmethode(n)	Hoorcollege, Practicum, Computerpracticum
Niveau	300

Doel vak
Students that have successfully accomplished this course will:

- Have an academic attitude towards business intelligence (BI) and decision support systems theories and business issues.
- Have the appropriate knowledge to sensibly think about decision support systems and BI solutions in an organizational context (design, development, implementation and evaluation).
- Have the skills to work with a popular decision support tool (Cognos Powerplay). By means of 'learning by doing' elementary skills in the usage of decision support systems are acquired.
- Be able to identify the (break through) opportunities of BI solutions in realizing sustainable competitive advantage.
- Be able to participate in project teams that decide on the design, development, implementation, and use of BI solutions.
- Be able to apply scientific theories on decision support systems in an organizational context.
- Have the appropriate knowledge and skills to self- reliantly deepen their knowledge on BI solutions and decision support systems.

Inhoud vak
Modern organizations, in particular the management of these organizations, tend to suffer more from an overload of data than from a lack of data. To a great extent this overload is caused by the overwhelming growth of information systems in organizations. Enterprise Systems (ERP), Customer Relationship Systems (CRM) as well as the growing number of Internet- based applications (e. g. e- commerce) are all important sources for the explosion of financial, production, marketing and other business data. The challenge for most organizations is to develop and build systems that support the transformation of the collected data into knowledge. To be successful in this transformation processes organizations have to develop the capability to aggregate, analyze and use data to make informed decisions. This course deals with the theory concerning business intelligence as well as with the application of business intelligence solutions. To be able to successfully implement business intelligence solutions, one has to have knowledge about their functioning and proficiency in using them, as well as knowledge about their field of application, e. g., how to select, transform, integrate, condense, store and analyze relevant data. This course uses the term 'business intelligence' in a broad sense. A narrow interpretation would only deal with software solutions ('data warehousing' and 'online analytical processing'). The broad interpretation - to be used in this course - also includes: theories concerning decision making, related decision support systems and their application for management, i. e., data warehousing, online analytical processing and data mining.

Onderwijsvorm
lecture
tutorial

Toetsvorm
written interim examination
(weekly) Business intelligence tutorial tests.
All tests and exams will be administered through a digital test system.

Literatuur

- To be announced.
- Various papers.

Aanbevolen voorkennis
- Basic course in Information Systems, f. e. on the level of Laudon & Laudon, Management Information Systems, Managing the Digital Firm. 9th edition. Prentice Hall, 2004.
- O'Brien, James A., Introduction to Information Systems. 12th edition. Mc Graw Hill, 2005.

Overige informatie
Language: "Dutch & English"

Business Mathematics

Vakcode	E_IBA1_BM (61522020)
Periode	Periode 1+2
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Docent(en)	dr. G.J. Franx, drs. K. van den Hoeven, drs. L.A.F. Callot
Lesmethode(n)	Hoorcollege, Werkcollege, Instructiecollege
Niveau	100

Doel vak
Business Mathematics provides a mathematical basis and the necessary skills for handling quantitative methods in Business Administration.

Inhoud vak
Apart from some basic parts, the following topics will be covered (including economic applications):

- Functions of one or more variables
- Differentiation of that type of functions
- Optimization of functions (one and more variables) without and with constraint
- Matrix Algebra
- Integration

Onderwijsvorm
Two lecture hours and two tutorial hours per week. In the lectures an introduction, an overview and some examples are given. In the tutorials students make exercises individually and/or exercises are discussed that students tried at home. Every week a computer test is held by which students can earn some extra credits.

Toetsvorm
Written interim examination

Literatuur
- Sydsaeter, Knut & Peter Hammond, Essential Mathematics for Economic Analysis, 4th edition. Prentice-Hall, ISBN: 9789781781348208 (special edition including computer code MyMathLab); only obtainable in VU-bookshop.

- other materials can later be downloaded from Blackboard.

Aanbevolen voorkennis
Basic Mathematics (period 1); there is no formal exam for this course, but some credits can be earned and transferred to Business Mathematics.

Business Research Methods

Vakcode	E_IBA1_BRM (61532010)
Periode	Periode 1+2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.S. Alexiev
Examinator	dr. A.S. Alexiev
Docent(en)	dr. B.A. de Jong, dr. B.R. Spisak
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	100

Doel vak
At the end of this course, students will be able to:
- Recognize basic terminology used in academic research in the field of business administration
- Understand the differences between academic and applied research
- Describe the different steps in qualitative and quantitative research
- Develop library skills
- Evaluate and integrate scientific articles in the formulation of testable hypotheses on a specific theme
- Recognize the advantages and disadvantages of different research strategies
- Recognize and describe the most relevant sample selection strategies
- Recognize and select the appropriate analytical techniques (basis SPSS skills) to answer typical quantitative research questions
- Present research results adequately in a research report.

Inhoud vak
In the Business Research Methods course, students are introduced to basic methods and techniques used in business research. During the course, the different steps in the research process are discussed, from problem definition to reporting of results. During the lectures, these steps are introduced and explained. During the workshops, students work in teams to analyze quantitative data and write a research report on a given topic.

Onderwijsvorm
- Lectures
- Workshops (attendance is obligatory)

Toetsvorm
- Research report (team)
- Written exams (individual)
- Library test (individual)

Literatuur

See Blackboard

Overige informatie
Remarks: This course is spread out over two consecutive time periods, starting in period 1 (sept) and ending in period 2 (dec).

Consultancy Industry

Vakcode	E_BK3_CI (61322380)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. G.R.A. de Jong
Docent(en)	prof. dr. G.R.A. de Jong, dr. H.S. Heusinkveld
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
De consultancy industry (professional services firms) is vandaag de dag niet meer weg te denken als onderdeel van de zakelijke dienstverlening wereldwijd.

Het vak, dat een eerste kennismaking biedt met deze sector, is gericht op het verkrijgen van kennis van en inzicht in de plaats die de consultancy industry inneemt in de maatschappij. Tevens wordt inzicht verschaft in hoe organisaties binnen de consultancy industry georganiseerd zijn en op welke wijze professionals daarbinnen werkzaam zijn. Daarbij wordt kennis en inzicht die is opgedaan in de eerste twee studie jaren geïntegreerd en toegepast op de consultancy sector. Het gaat hierbij om kennis en inzicht op terreinen als strategie, organisatie, HRM en economie.

Inhoud vak
De consultancy industry wordt belicht vanuit drie invalshoeken, te weten een maatschappelijk- , bedrijfskundig- en individueel perspectief. Daarnaast wordt het vak theoretisch onderbouwd met kritische perspectieven op de consultancy industry en komen de ontwikkeling van new best practices aan bod. Met het volgen van dit vak zullen studenten in werkgroepen tevens de praktijk leren kennen, door een groepsopdracht waarbij studenten (één of meerdere) consultancy firms onder de loep nemen.

Wanneer de sector vanuit de maatschappelijke invalshoek wordt geanalyseerd, komen thema's aan bod als 'economische en maatschappelijke betekenis van de branche', de 'structuur van de branche' en 'de consultancy industry in historisch perspectief'.

Wanneer de consultancy industry vanuit een bedrijfskundig perspectief wordt belicht, ligt de nadruk op de wijze waarop organisaties in deze branche worden georganiseerd en bestuurd. Hierbij zullen theorieën en modellen worden gebruikt om organisaties binnen de consultancy industry te beschrijven en te analyseren.

Daarbij wordt ingegaan op:

- de zogenaamde 'alignment' tussen de belangrijkste stakeholders te weten, de cliënten, de professionals, de eigenaren
- de bijzondere betekenis van leiderschap en cultuur in dit soort organisaties
- de totstandkoming van strategie en de positioneringvraag van consultancy organisaties in een competitieve markt
- organisatiekundige vraagstukken en de uitdagingen voor HRM
- het business model en de financiële besturing.

Daarnaast wordt aandacht besteed aan de individuele professional. Thema's die hierbij aan bod komen zijn onder andere 'typen, rollen en posities van consultants', 'ontwikkeling, competenties en loopbaan van consultants' en 'ethische vraagstukken en maatschappelijke verantwoordelijkheid'.

Onderwijsvorm
Hoor- en werkcolleges

Toetsvorm
Schriftelijk tentamen (60%)
Praktische opdracht (40%)

Literatuur
Jong, G.R.A. de (ed), Professional Services Firms. 3e editie. Strategic Management Centre, 2013 en verschillende artikelen.

Consumer Behavior

Vakcode	E_EBE3_CB (60311050)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. K.M.T. Millet
Docent(en)	dr. F. van Horen
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Aan het einde van de cursus:
- ben je vertrouwd met belangrijke wetenschappelijke inzichten in consumentengedrag.
- begrijp je het onderscheid tussen verschillende theoretische concepten relevant voor de studie van consumentengedrag
- kan je theoretische inzichten toepassen op praktische voorbeelden
- begrijp je waarom inzicht en kennis van consumentengedrag belangrijk is voor marketing management
- kan je de belangrijkste inzichten filteren uit academische artikelen mbt consumentengedrag
- kan je bevindingen interpreteren die zijn verzameld met een experimentele methode

Inhoud vak
Marketing begint en eindigt met de consument. Het begint bij het bepalen van consumentenbehoeften en eindigt bij het bepalen van tevredenheid na

aankoop. Het verkrijgen van inzicht in gedrag en bijhorende emoties en attitudes van consumenten is daarom essentieel voor een succesvol marketingbeleid.
Binnen de (micro-)economie ligt de nadruk veelal op het keuzegedrag van een rationele consument, die bereid is een bepaalde prijs te betalen voor goederen. Echter, vaak is het keuzegedrag van consumenten niet rationeel, maar wordt het beïnvloed door allerhande factoren zoals vb. vooroordelen, reclame, het bij een groep willen horen, enz. In het vak consumentengedrag ligt de nadruk juist op deze minder rationele aspecten van keuzegedrag. Om deze aspecten te begrijpen en erop te kunnen inspelen worden in de cursus theorieën uit de psychologie gebruikt, zoals theorieën over geheugen, leren, perceptie, attitude, motivatie, sociale invloeden. Consumentengedrag dat eerder in de studie kort is behandeld, wordt in deze cursus verder uitgediept, deels aan de hand van extra artikelen. Daarbij ligt de nadruk op inzicht in en toepassing van de verschillende theorieën.

Onderwijsvorm
hoorcollege

Toetsvorm
schriftelijk tentamen

Literatuur
- Hoofdstukken: 1, 3 (met uitzondering van het gedeelte over "Alternative evaluation and choice: An uncertainty-reduction model"), 4 (met uizondering van "choice heuristics"), 5 tem 10, 13 uit Consumer Behavior: Science and Practice (1st international edition), Frank R. Kardes, Yhomas W. Cline & Maria L. Cronley. Cengage Learning, ISBN-13: 978-0-538-74686-1, ISBN-10: 0-538-74686-6
Opgelet: Er is een regeling getroffen met de uitgever dat enkel deze hoofdstukken aan goedkopere prijs in boekvorm ter beschikking gesteld worden in de boekhandel van de universiteit.
U kan deze compilatie van hoofdstukken normaliter in de VU boekhandel vinden: ISBN 9781408057483, Consumer Behavior, Custom Textbook, Compiled by Kobe Millet. (U kan uiteraard ook gewoon het boek bestellen indien u dat wenst)
- Additionele artikelen (wordt later bekend gemaakt)

Vereiste voorkennis
- Bachelor Economie en bedrijfseconomie: Marketing 1. 1 en Marketing 1. 2 of
- Bachelor Bedrijfskunde: Marketing of
- Toelating tot het Premaster programma voor de Master of Marketing

Corporate Finance

Vakcode	E_EBE3_CF (60321010)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Docent(en)	dr. P. Verwijmeren
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
Corporate finance addresses two fundamental problems of any firm: How should a firm determine which projects and operating strategies to pursue? How should these projects and strategies be financed? The goal of the course is to teach the main theories of capital structure choice and payout policy as well as the principles and tools of valuation.

Inhoud vak
The course can roughly be divided into three parts: Capital Structure Choice, Valuation and Corporate Governance. In the first part we will study the topic of capital structure choice. We will cover the seminal Miller and Modigliani (MM) Theorem, which provides conditions under which capital structure does not affect the total value of a firm or its cost of capital. As we will see, these conditions are very strong and likely to be violated in most real world situations. Instead, the strength of this theorem lies in showing when capital structure should matter by examining what happens when the MM assumptions do not hold. This discussion will lead us to a framework for coming up with an optimal capital structure (and payout policy) that trades off the costs and benefits of debt versus equity financing.

The second part of the course will cover valuation and focus on the interaction between valuation and capital structure outside of an MM world. We will study different valuation techniques such as Adjusted Present value (APV) and Weighted Average Cost of Capital (WACC). In addition, we will take valuation to an international context.

The third part of the course will be dedicated to a special topic, corporate governance and corporate social responsibility. The focus will be on the effectiveness of different governance mechanisms such as boards of directors, takeovers and CEO compensation. We will also contrast different understandings of the concept of corporate social responsibility (CSR) and clarify the impact of CSR on a firm’s cost of capital.

Onderwijsvorm
Lectures and Tutorials.

Toetsvorm
Written Final Exam.

Literatuur
The main textbook for the course is: Berk, Jonathan and Peter DeMarzo, Corporate Finance, either 1st or 2nd edition, Pearson.

Aanbevolen voorkennis
Students are expected to be familiar with basic concepts of capital budgeting (e.g. discounting, NPV) and investments (e.g. CAPM).

Overige informatie
The course is an entry requirement for the Master of Finance and the course Corporate Finance 4.2.

Corporate Financial Management

Vakcode	E_BK3_CFM (61342390)

Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. A.B. Dorsman
Docent(en)	prof. dr. A.B. Dorsman
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
This course expands on financial topics covered in the first and second year. The emphasis in this course is on the Optimal Capital Structure of a corporation. The aim is to prepare students for a (possible) career as (assistant) Financial Manager in Industry or in the FBI sector: Finance, Banking (commercial and investment) and Insurance, incl. pension funds, investments funds, stock markets, Euronext, DNB, ECB, AFM, Ministry of Finance etc.

Inhoud vak
The following topics, issues and concepts will be dealt with:
- Capital structure in perfect Markets
- Leverage and Debt
- Optimal Capital Structure with Taxes and Financial Distress
- Payout Policy, Dividends and Share Repurchases
- Capital budgeting and Valuation
- Financial Modeling
- Corporate Governance

Onderwijsvorm
Lecture. Students have to complete before each lecture quizzes (tests) on MyFinancLab.

Toetsvorm
written interim examination (80% 5, 0 min.) cases / tutorials (20% of final grade based on average of scores of tests and quizzes on MyFinanceLab.

Vereiste voorkennis
This course is for Business Administration students and/or Pre- Master BK students specializing in Financial Management. Students must be familiar with Corporate Finance / Financial Management as covered in the 1st and 2nd year.

Cross Cultural Management (Basics)

Vakcode	E_IBA1_CCMB (61562000)
Periode	Periode 6
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. A.C. Guldemond
Docent(en)	prof. dr. A.M.R. Trompenaars, drs. B. Blokpoel
Lesmethode(n)	Hoorcollege, Werkcollege

Niveau	100

Doel vak
On successful completion of this course students will:
- Be able to describe and explain their own cultural assumptions based on the Seven Dimensions conceptual framework;
- Have developed their awareness and competence to respect other cultural perspectives;
- Have developed their skills and knowledge of the underlying variables of national and organizational cultural differences;
- Have developed skills to recognize and analyze cultural dilemmas and differences in a business context.

Inhoud vak
This course addresses basic principles and models of cross cultural management issues in organizations.

Onderwijsvorm
The course consists of 4 lectures and 3 workgroup sessions. During the lectures, basic frameworks are discussed and overall guidance and input are given to the materials covered in the course. Workgroup sessions are dedicated to exercising understanding of cross-cultural management concepts and to making consequent progress on the team assignment, and (team) feedback on students' work in progress.

Toetsvorm
The course grade is based on the team assignment: Dilemma Reconciliation project.

Literatuur
Trompenaars, F. & Hampden-Turner, C. (2012).
Riding the Waves of Culture: Understanding Cultural Diversity in Business 3rd Edition.

Current Issues in Psychopathology

Vakcode	OH_CIP ()
Periode	Semester 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Faculteit der Psychologie en Pedagogiek
Docent(en)	prof. dr. A.C. Krabbendam
Lesmethode(n)	Hoorcollege
Niveau	300

Current Research in Business: Researching Creative Industry

Vakcode	E_HP2_CRB ()
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Coördinator	prof. dr. S.N. Khapova
Lesmethode(n)	Hoorcollege

Development Economics

Vakcode	E_EBE3_DEVEC (60332050)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. W. Janssens
Docent(en)	dr. R.H. Oostendorp
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

The course introduces students to current economic research on development issues. The course is aimed both at students who have a general interest in developing countries and those who expect to deal with developing countries in their future career. At the end of the course students should be able to:

- critically understand, explain and discuss the microeconomics of rural markets for credit, insurance, labor and land, both using equations and graphs at the level indicated by the required reading list
- be able to answer questions and calculate equilibrium outcomes in these markets at the level indicated by the homework assignments
- be able to discuss contents, theory, empirical methods and results of the papers in the required readings

Inhoud vak

Lectures are on important topics in economic development: income growth, poverty, inequality markets for land, credit and insurance child labour and food security social capital and conflicts. The emphasis throughout the course is on the microeconomic analysis of decisions by households, policy makers, village leaders and other such agents. A central theme of the course is the relationship between poverty and development. How do poverty and inequality affect the functioning of rural markets and what are the effects on long- term growth? How do market failures such as information asymmetries determine outcomes in credit markets and what is the role of microfinance? How does social capital affect household welfare and what is the relation between conflicts and economic development? The lectures provide students with both a critical understanding of the theory as well as an empirical knowledge regarding these issues. A special feature of this course is the Africulture simulation game in which students experience microeconomic decision-making as a member of an African rural household: participants have to devise the best allocation strategy (which crops? migrate to the city? how large should the family be?) in a risky environment with various types of shocks (drought, illness). Good thinking allows the family to prosper.

Onderwijsvorm

Lectures + 1 day Africulture simulation game tutorial

Toetsvorm
Written examination

Literatuur
Textbook:
Debraj Ray, Development Economics, Princeton University Press, 1998.

Additional papers:
1) Branko Milanovic, 2005: Worlds Apart: Measuring International and Global Inequality. Princeton University Press
2) "Divergence, Big Time", Lant Pritchett, The Journal of Economic Perspectives, Vol. 11, No. 3 (Summer, 1997), pp. 3-17
3) "Beyond income: convergence in living standards, big time", Eric Neumayer, Structural Change and Economic Dynamics 14 (2003), pp. 275-296
4) Udry (2003), "Child labor", Yale Ec. Growth Center Discussion paper No. 856.
5) Basu, K. and Z. Tzannatos (2003). "The Global Child Labor Problem: What Do We Know and What Can We Do?" World Bank Economic Review 17(2): 147-173.
6) Karlan, D. and Zinman, J. (2009), Observing Unobservables: Identifying Information Asymmetries With a Consumer Credit Field Experiment. Econometrica, 77: 1993–2008.
7) Banerjee and Duflo (2010), Giving credit where it is due, Journal of Economic Perspectives 24(3), 61-80
8) Rosenberg (2010), Does microcredit really help poor people? CGAP focus note No.59.
9) Easterly, W. (2003). "Can Foreign Aid Buy Growth?" The Journal of Economic Perspectives 17(3): 23-48.
10) Jakob Svensson (2005), Eight questions about corruption. Journal of Economic Perspectives, 19 (3), 19-42.
11) Reinikka, Ritva and Jakob Svensson (2005), Fighting Corruption to Improve Schooling: Evidence from a Newspaper Campaign in Uganda. Journal of European Economic Association, 3(2-3), 259-267.

Aanbevolen voorkennis
The participants are expected to have some basic familiarity with the subject of development economics and preferably have a background in microeconomics.

Overige informatie
For information contact Mrs. T. Heemskerk, g.e.heemskerk@ vu.nl, tel.: 020- 598 6140. See also our website http://www.feweb.vu.nl/economics

E-Business 3.4

Vakcode	E_BK3_EBUSI (61331070)
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. T. Verhagen
Docent(en)	dr. T. Verhagen
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Het doel van het college is om basiskennis bij te brengen op het gebied van E- Business. E- Business wordt beschouwd vanuit een management perspectief. Aan de orde komt wat E- business is, wat de belangrijkste E- business vormen zijn, en welke aspecten een rol spelen bij het laten slagen van E- Business activiteiten. Ook wordt er ruim aandacht besteed aan de koppeling tussen theorie en praktijk. Hoewel de primaire focus van deze cursus B2C zal zijn, komen ook belangrijke B2B aspecten aan de orde.

Inhoud vak
In de colleges zullen onder andere de navolgende thema's en onderwerpen vanuit diverse vakgebieden - bedrijfseconomie, informatiekunde, marketing - worden uitgediept:

- E- Business modellen
- E- Marketplaces
- Virtual communities
- E- Business strategie
- Online Retailing
- Mobile commerce
- E-Government
- B2B e-business
- Social Media
- Effectief website design
- Online Consumer Behavior
- E-business startups.

In de collegeserie zal naast de theorie ook ruimte zijn voor gastsprekers die de E- Business praktijk toelichten.

Onderwijsvorm
Hoorcollege. Indien mogelijk zal de cursus worden ondersteund middels activerende werkvormen gericht op het werken met mainstream E- Business toepassingen.

Toetsvorm
Schriftelijk tentamen.

Literatuur
- Turban, e.a., Electronic Commerce: A Managerial Perspective. Upper Saddle River: Prentice Hall. De editie wordt later bekendgemaakt.
- Aanvullende artikelen worden via de digitale leeromgeving ter beschikking gesteld.

E-Business and IT-Industry

Vakcode	E_BK3_EBITI (61322390)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. ir. J.W.M. Gerrits
Examinator	prof. dr. ir. J.W.M. Gerrits

Docent(en)	prof. dr. ir. J.W.M. Gerrits
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
Objectives of this course

After this course, students should:
- know the structure of the industry and its main players;
- know the theories and models to analyse the industry;
- understand business models of companies in the industry;
- be able to analyse competitive and collaborative behaviour using these theories and models;
- know major trends that are changing and shaping the industry.

Inhoud vak
Session 1: Defining the Industry
The industry contains a large diversity of companies, from hardware manufacturers to marketing agencies. In this session we develop an overview of the industry containing the companies and the linkages between the companies.

Session 2: Understanding the economics of the industry
In this session we take a look at the economic principles governing the industry. Understanding the economics enables us to understand the behaviour of firms.

Session 3: Value creation and value networks
In this session we look at the industry level to discuss how value is created in the industry and how companies collaborate in value networks to create the value.
Session 4: Business Models
In this session we look at business models of companies in the industry. Business models describe how a company operates.

Session 5: Trends
In this session we look at trends and developments that have a large impact on the industry. Depending on current developments, we might change literature.

Project
In the project every team chooses a topic that they are interested in to study in depth. Throughout the weeks, the theory and models are applied to the topic.
Every week progress is presented and discussed.
The project results in a final report of around 20 pages.

Onderwijsvorm
In the morning session theory will be introduced and discussed.
In the afternoon session we will present and discuss project work. In the project, teams of 4 students analyse a phenomenon in the industry by using the theories and models that are introduced in the course.

Toetsvorm
- written interim examination, 60 percent
- project paper, 40 percent

Literatuur

- Holzer, A., Ondrus, J., Mobile application market: A developer's perspective (2011), Telematics and Informatics, volume 28, Issue 1, February, doi:10.1016/j.tele.2010.05.006
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- Bughin, Jacques (2010), "The rise of enterprise 2.0.", Journal of Direct, Data and Digital Marketing Practice 9, no. 3 (2008): 251-259. doi:10.1057/palgrave.dddmp.4350100
- Kim, W., Jeong, O.-ran, & Lee, S.-won (2008), On Social Web sites. Information Systems, 35, 215-236. doi:10.1016/j.is.2009.08.003

- Dubey, A., and D. Wagle (2007), "Delivering software as a service.", The McKinsey Quarterly, no. May , http://saascatalog.com/sites/default/files/McKinsey_Study_on_SaaS.pdf
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Economics

Vakcode	E_IBA1_EC (61562010)
Periode	Periode 6
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.G. Bloemen
Docent(en)	dr. E.I. Motchenkova, prof. dr. E.J. Bartelsman, X. Cai MPhil, P.R. Denderski MPhil, Y. Li
Lesmethode(n)	Hoorcollege, Instructiecollege, Werkcollege
Niveau	100

Doel vak
Introduction to the basic principles of economic theory on consumer behaviour, firm behaviour, and market structure.

Inhoud vak
- Lectures: in Economics we study the theories of the behaviour of economic agents operating at the different sides of the market, in particular the consumers and producers. We study the different market structures, ranging from perfect competition to monopoly. With game theory we study the interdependent strategic behaviour of firms in oligopolistic markets. Principal agent theory deals with the design of contracts between two sides with diverging interests, to provide the right incentives to get things done. Within organizations, the separation of ownership and control is an important application of principal agent theory. We pay attention to sources of market failure, like lack of information, moral hazard and externalities. We introduce macroeconomics and the AD-AS model.
- Cases: in Economics the behaviour of consumers, producers, and the functioning of markets are explained by economic models. The cases consist of applications of economic theory to (hypothetical) practical situations. At the end of the course, students are expected to be able
- to explain and apply the consumer choice theory
- compute and interpret elasticities of demand and supply
- apply the market equilibrium model and predict how shocks to supply or demand affect the equilibrium
- explain situations of market failure (e.g. due to lack of information or externalities)
- explain and derive the supply curve of the firm and market supply
- describe the relevant determinants of market structure
- explain and apply the model of perfect competition
- explain and apply the model of monopoly
- compare perfect competition and monopoly and indicate the welfare implications
- define the oligopolistic market structure and the distinction

between cooperative and noncooperative behavior
- explain and apply strategic decisions in an oligopoly using the kinked-demand curve and game theoretic models
- explain principal agent theory and apply it to basic situations
- explain and apply basic macro-economic models, like the AS-AD model
- apply macro-economic models to practical situations like the financial crisis

Onderwijsvorm
Lecures and case lectures

Toetsvorm
written interim examination

Economics of Globalization: A Transaction Cost Perspective

Vakcode	E_HP1_EGTC (986136)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. H.L.F. de Groot
Docent(en)	prof. dr. H.L.F. de Groot
Lesmethode(n)	Hoorcollege
Niveau	300

Economie van het onroerend goed

Vakcode	E_EBE3_EOG (60341050)
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. J. Rouwendal
Docent(en)	dr. F.R. Bruinsma, prof. dr. J. Rouwendal, dr. W. Vermeulen
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Economie van het onroerend goed biedt een veelheid aan inzichten in de werking van de vastgoedsector zoals locatiekeuze, werking van de grondmarkt en ruimtelijke ordeningsbeleid. Het vak geeft een inleiding tot de theorieën over de markten voor woningen, kantoren, winkels, bedrijfsterreinen, etc. en tot de methoden die worden gebruikt om die markten te analyseren.

Inhoud vak
Onroerend goed is een belangrijk onderdeel van de economie. Grote investeringen hebben vrijwel altijd deels betrekking op onroerend goed:

grond en de gebouwen die daarop worden gerealiseerd. Woningen, kantoren en bedrijfshallen hebben boven dien een lange levensduur en zetten daardoor een stempel op de ruimtelijke inrichting. Het duurzame karakter van onroerend goed heeft consequenties voor de marktwerking: er moet onderscheid worden gemaakt tussen bezit en gebruik. Bovendien zullen verwachtingen over de toekomstige ontwikkeling van waarde en huur invloed hebben op de marktuitkomsten. Daarbij komt nog dat de overheid, onder meer via ruimtelijke ordening en huurbeheersing, een belangrijke invloed uitoefent op de marktwerking. Al deze aspecten komen aan bod in dit vak en worden geïllustreerd aan de hand van actuele voorbeelden.

Onderwerpen die aan bod komen zijn: deelmarkten (woningen, kantoren, bedrijfsgebouwen en grond), actoren op de onroerend goed markt (gebruikers/bewoners, bouwondernemingen, projectontwikkelaars, beleggers), prijsvorming, overheidsbeleid, speculatie, huren of kopen, korte versus lange termijn, kosten- batenanalyse.

Onderwijsvorm
hoorcollege
hoorcolleges, tweemaal wordt een practicum/werkcollege gegeven waarin een opdracht moet worden uitgewerkt.

Toetsvorm
schriftelijk tentamen
met open vragen twee opdrachten die een bonuspunt kunnen opleveren.

Literatuur
- Denise DiPasquale & William C. Wheaton, Urban Economics and Real Estate Markets. Prentice Hall, 1996.
- Syllabus over het Nederlandse ruimtelijke-ordeningsbeleid
- Additioneel studiemateriaal en powerpoint slides met hoorcollegestof zullen via Blackboard beschikbaar worden gesteld

Overige informatie
Het vak heeft relaties met diverse andere keuzevakken uit het derde jaar, waaronder Urban Economics en Environmental Economics and Management. Het bevat een aantal aantrekkelijke toepassingen voor studenten uit de algemene en bedrijfseconomische afstudeerrichtingen.

Economische en sociale geschiedenis

Vakcode	E_EBE3_ESG (60321060)
Periode	Periode 2
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. T.L.M. Kint
Docent(en)	dr. T.L.M. Kint
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Het bijbrengen en verdiepen van inzicht in de ontwikkelingsgang van hedendaagse economische en sociale structuren in de wereld en daarnaast

vergroting van de economische en sociaal- historische kennis.

Inhoud vak
Ondanks een grote verscheidenheid op bijna alle gebieden van maatschappelijk leven kan de wereld van vandaag gezien worden als een 'global village'. Zij is het resultaat van velerlei integratieprocessen, die vooral sinds de 19de eeuw op gang zijn gekomen, gekenmerkt worden door een eigen dynamiek en in onderlinge verwevenheid op permanente voortgang gericht zijn. Op het economische en sociale deelveld van integratie zal aandacht worden besteed aan mondiale ontwikkelingen van na 1850, zoals internationale handel, internationale migratie en internationale kapitaalstromen. Ook onderwerpen die meer op zichzelf lijken te staan, zoals b. v. de geschiedenis van het coöperatiewezen, komen - ingepast in de integratievisie - aan bod.

Onderwijsvorm
hoorcollege

Toetsvorm
mondeling tentamen

Literatuur
- C.M. Cipolla, Before the Industrial Revolution, European Society and Economy. 3rd edition. London / New York: W.W. Norton & Co., 1994.
- D.S. Landes, The Wealth and Poverty of Nations, Why some are rich and some so poor. London / New York: W.W. Norton & Co., 1998 dan wel de vertaling: Arm en Rijk, 2e druk 2002, Het Spectrum, Utrecht (een aantal hoofdstukken in overleg met de docent vast te stellen).

Overige informatie
- Tijdens de colleges wordt veel aandacht besteed aan het stellen en beantwoorden van vragen, aan discussie en aan het trekken van historische parallellen
- De cursus wordt gedoceerd in het Nederlands

Empirics of Productivity Growth

Vakcode	E_HP2_EPG (986131)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Enterprise Systems

Vakcode	E_BK3_ES (61321060)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. B.J. van den Hooff
Examinator	prof. dr. B.J. van den Hooff
Docent(en)	prof. dr. B.J. van den Hooff

Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

After completing this course, the student
- Has in-depth knowledge of the relevant developments in the area of Enterprise Systems, and of scientific literature addressing the adoption, implementation, use and effects of Enterprise Systems in organizations;
- Is able to explain the possible impact and value of Enterprise Systems for organizations;
- Is able to analyze what changes occur when organizations decide to adopt and implement Enterprise Systems;
- Is able to explain these changes using models from both theory and practice;
- Is able to formulate concrete recommendations for the implementation of Enterprise Systems in an organization

Inhoud vak

This course focuses on the implementation, use and effects of Enterprise Systems in organizations. An Enterprise System (ES) is a packaged business software system that lets an organization automate and integrate the majority of its business processes, share common data and practices across the enterprise, and produce and access information in a real-time environment. Although the term Enterprise Systems has been equated with ERP (Enterprise Resource Planning), currently the term is commonly used to refer to all large organization-wide packaged applications, including ERP, Customer Relationship Management (CRM), Supply Chain Management (SCM), et cetera.

Because of their integrative and encompassing character, ES implementation often means that business processes must be redesigned, creates tensions with the existing structure and culture of the organization, and impacts the work of individual employees to a high degree. Enterprise Systems are crucial for the functioning of most of today's organizations – not only large ones, but also increasingly in SME's. Therefore, insight into the impact they have on these organizations is essential, and a central focus of this course. These systems are also developing rapidly. For instance, developments such as Service Oriented Architecture and Software as Service can fundamentally change the nature and impact of these systems. We also increasingly see these systems being coupled with mobile devices (tablets, smart phones) and social business tools (enterprise social media), making them more flexible and collaborative. These developments and their implications are discussed as well. All these developments are discussed in an integrated way, combining technological, organizational and user perspectives.

Onderwijsvorm

In a series of lectures, the literature and practical cases are discussed. Guest speakers from 3 to 4 different organizations will give lectures about the ES-related issues they face in practice. Next to the lectures, students work on an implementation plan with practical recommendations for the implementation of a new or adapted ES within a fictional case organization.

Toetsvorm

Implementation plan (team assignment)
40 %
written exam
60 %

Literatuur
A collection of papers which will be made available via Blackboard.

Environmental Economics and Management

Vakcode	E_EBE3_EEM (60332100)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. C.W.J. Bogmans
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
Environmental economics and management deals with the relationship between natural resources, environmental quality, sustainable development and environmental policy. Attention is given to economic as well as business and managerial aspects of environmental processes and problems.

Inhoud vak
Environmental economics and management studies environmental problems from an economic and managerial perspective. In particular it focuses on the structural relationship between the environment, nature, and the economic system. The environment constitutes the material basis of economic development, and thereby functions as a fundamental source of welfare. This function is jeopardized by pollution and overexploitation of renewable and non- renewable natural resources. Environmental policy aims at controlling these processes.
The objective of the course is to offer a balanced combination of theories, real world examples and appropriate methodology at different levels, ranging from the firm level to the world scale. The following subjects will be treated.

- Economic growth, sustainable development and the environment
- The theory of externalities and policy instruments
- National and international environmental policy in practice
- Natural resource economics
- Theory and applications of environmental valuation
- Cost- benefit analysis of environmental changes and projects
- Economic approaches to international environmental problem, including acid rain and the greenhouse effect (climate change)
- Environmental management, including strategy, marketing, organisation, information systems, technology, environmental reporting and waste management

Onderwijsvorm
lecture

- Classes 24 hours
- 18 hours lectures, 6 hours presentations by students (conditional on number of participants)
- Students have to select one article from a list of journal and give a 10 minutes presentation. Moreover, they write a summary of the article.

Literatuur
- Reader based on Kahn, J.R. (2005), The Economic Approach to Environmental and Natural Resources. 3rd edition. Texas, USA: The Dryden Press, Forth Worth.
- Articles from journals.
- Powerpoint slides with lectures will be made downloadable through Blackboard.

Overige informatie
The course contains attractive applications of theories and methods taught in earlier general and business economics courses (microeconomics, growth theory, international economics, accounting, marketing, organisation and management).

The course is also suited for Aarde & Economie students and exchange students. Some overlap exists with Ruimtelijke Economie 1. 4. These who already did that course don't have to attend all classes and don't have to answer the exam questions on that part. Instead a special arrangement will be made for them.

European Business Law

Vakcode	E_IBA2_EULAW (61622020)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	mr. N.A. Jansen MBA
Docent(en)	mr. N.A. Jansen MBA
Lesmethode(n)	Hoorcollege
Niveau	200

Doel vak
Create awareness of the miscellaneous functions of (self-regulation) for commercial organisations specifically for supranational and international strategy development and implementation.

Inhoud vak
Identification and analysis of the regulation related environmental factors on markets and clusters of markets (regional trade agreements). Apply the principles of property and contract law of the three main legal traditions to create value and manage risks and reputation. Understand how the ‘make or buy’ decision forms the basis for a company’s legal function. Awareness of the opportunities to manage internal and external legal services providers.

Onderwijsvorm
Lectures

Toetsvorm
Multiple-choice exam (true-false format)

Literatuur
Law and Self- Regulation. Legal and Business Perspectives.
N.A. Jansen, Legalmarketing.nl, 2014 (1), ISBN 9789086596119.
Available in VU Bookshop [€ 45,--] or online via the
book’s website http://www.lawandselfregulation.com

Vereiste voorkennis
None

Aanbevolen voorkennis
Basic knowledge of management, strategic management, and marketing.

Overige informatie
Lecture slides and additional literature will be made available on BB.

European Distribution and Supply Chain Logistics

Vakcode	E_BK3_EDSCL (60331030)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. W. Ploos van Amstel
Docent(en)	dr. W. Ploos van Amstel
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
More and more suppliers, customers, logistics third party providers and government collaborate on a European level to meet future omnichannel customer requirements. Big changes are seen in the way multinational companies manage transport, warehousing, inventories and customer service on a European, and even global, level.

This module provides an extensive introduction to the fundamentals of supply chain management, with a strong emphasis on global supply chains. Key concepts in managing the complete flow of material in a supply chain are introduced. Fundamental relationships among the activities that occur in the supply chain of an organization from suppliers to customers are explained. This course is the introduction to the full program.
Basics will be explained using case studies from different industries.
In the next courses of the program each individual concept will be dealt with in more theoretical and practical details. Also relevant themes for further scientific research will be presented.

- Understand the trends in international supply chains?
- Present and integrated approach
- Being able to analyze the supply chain?
- Understand how to manage the supply chain?
- Prepare cost/benefit analysis for changes in the supply chain
- Map ICT requirements for supply chain planning and control.

Inhoud vak
Distribution and Supply Chain Management:
- Trends in European Distribution
- Trends in Supply Chain Management
- Fundamentals of supply chain management

European Distribution Logistics:
- Integrated Concept European Distribution Logistics
- Distribution Logistics and Product Characteristics

Subsystems of European Distribution Logistics:
- European Transport Network
- European Warehousing and Site Selection
- Inventory Management and DRP
- Cost Management
- Economic Trade Off Decisions
- Pipeline Management
- Contract logistics
- European Distribution Strategy Development Approach
- ICT in European Distribution Logistics
- Authorized Economic Operator

Demand and Supply Chain Management:
- Integrated Concept DSCM
- E- business and E-Logistics
- Efficient Replenishment Upstream
- Advanced Planning and Scheduling
- Supply Chain Control and Realization

Onderwijsvorm
Lectures
Case presentation

Toetsvorm
A written exam

Literatuur
- Relevant chapters from:
European Distribution and Supply Chain Logistics (EDSCL)
A.R. van Goor, W. Ploos van Amstel, M.J. Ploos van Amstel
(the relevant chapters from this book will be available as a pdf for our students)
- On BB relevant scientific publications will be presented.

Overige informatie
For Business Administration students planning on following TSCM this module is very relevant.

European Integration and Networks

Vakcode	E_IBA3_EUIN (60312040)
Periode	Periode 1+2, Periode 4+5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Coördinator	prof. dr. P. Nijkamp
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
To offer a comprehensive course on strategic socio-economic and spatial driving forces of European cooperation including trade and network developments, ranging from transport to knowledge and communications networks, in the light of emerging European integration policies.

Inhoud vak
The course is concentrated in 4 months (September to December; about 26 llecture hours: 18 lectures of 2 hours,). The course is evaluated by a take home exam and by writing a small essay. The following topics will inter alia be covered:

- European integration and European networks
- Missing links and missing networks in Europe
- Borders and barriers
- Spatial development and subsidiarity
- Telecommunication networks in Europe
- The European knowledge network
- Externalities, deregulation and financing of European infrastructure

Onderwijsvorm
Interactive pedagogical cause

Toetsvorm
Writing of a small essay
Take home exam

Literatuur
Practical course for several disciplines (economics, business administration, environmental science, political science, law, and social sciences in general). Using lecture notes, PPP’s and recommend literature.

Vereiste voorkennis
Basic knowledge of economics.

Overige informatie
Please enroll for this course on VUnet and send an e-mail to p.nijkamp@vu.nl. All
communication goes directly via Peter Nijkamp his own emailaddress (p.nijkamp@vu.nl).

Finance and Financial Arithmetic

Vakcode	E_IBA1_FFA (61552000)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	ir. F.W. van den Berg
Docent(en)	ir. F.W. van den Berg

Lesmethode(n)	Hoorcollege, Instructiecollege
Niveau	100

Doel vak
This course is the first of a number of courses about Corporate Finance. The purpose of this introductory course: Finance and Financial Arithmetic is to provide an understanding of the most important issues in financial management and to learn how to use financial tools in managing companies. In later years this topic will be expanded upon.

Inhoud vak
Topics discussed:
- Financial management and the ultimate objective of the company
- The importance of real cashflows and market values over that of (accounting) profits and (accounting) equity values
- Interest calculations on basis of simple and accumulated interest
- Time value of money (discounting, TVM, PV, FV, annuities): the central concept in Finance
- Capital budgeting on basis of net present values of cashflows (NPV, IRR, NCF)
- Valuation of equity and companies
- The structure of money and capital markets
- Different kinds of debt and their valuation
- Management of Working Capital (A/R, A/P and Inventory)
- Entrepreneurial Finance: providing finance for starting companies (Venture Capital, Initial Public Offerings)
- Restructuring of Capital inter alia through Mergers & Acquisitions.

Onderwijsvorm
12 lectures plus 6 case lectures with exercises as preparation for the exam.

Toetsvorm
Written interim examination 70 percent, plus cases and exercises on MyFinanceLab 30 percent. Minimim passing grade is a rounded 5 for the exam + upgrading through MyFinLab. MyFinLab is an integral and compulsory part of this course.

Literatuur
Berk, Jonathan, and Peter Demarzo, Corporate Finance. 2nd edition. Pearson Education. Students must purchase a new copy of the book plus the access code for MyFinLab. This book (and the code) can be used for all further 2nd and 3rd year Finance Courses at the VU.

Finance, Banking and Insurance

Vakcode	E_BK3_FBI (61322410)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. G. Tumer Alkan
Docent(en)	dr. G. Tumer Alkan
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
The course is intended to provide an introduction to the fundamentals of financial markets, principles of the financial theory, traditional and modern financial assets, financial intermediaries and the ways of their functioning in the modern financial markets. The course objectives are listed below in detail:
- Understand how financial instruments are valued.
- Analyze how and why specific policies are pursued by central banks.
- Explain the need for financial intermediaries and analyze general principles of bank management and the need for regulation.

Inhoud vak
During the course, we will mainly discuss the structure of financial markets, valuation of financial assets and fundamental principles of portfolio theory, review some major banking studies, overview the regulation of banking systems and understand basic risk management techniques.
Topics:
- Interest Rates
- Financial Markets
- Portfolio Theory
- Structure of Central banks
- Role of Financial Intermediaries
- Banking Regulation and Management

Onderwijsvorm
lecture

Toetsvorm
written interim examination plus assignments

Literatuur
Frederic S. Mishkin & Stanley G. Eakins, Financial Markets and Institutions. 7th edition (Pearson International edition) and selected articles.

Overige informatie
The course is taught in English.

Financial Accounting

Vakcode	E_EBE3_FAC (60311080)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. D.R. Boterenbrood RA
Docent(en)	drs. J.F. Veldman
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
Na afloop van deze cursus wordt van de studenten verwacht dat zij kritisch een jaarrekening kunnen lezen. Om een jaarrekening kritisch te

kunnen lezen zijn de volgende leerdoelen geformuleerd. De student:

1) heeft inzicht in het institutionele kader en de invloed van het institutionele kader op de jaarrekening.
2) kan de hoofdlijnen van de verslaggeving weergeven.
3) kan aangeven wie de belanghebbenden van de jaarrekening zijn, wat hun belangen zijn en welk effect deze belangen hebben op de jaarrekening.
4) kent de waarderingsgrondslagen van de belangrijkste posten in de jaarrekening en kan deze toepassen op een casus.
5) kan aangeven hoe de leiding invloed heeft op het jaarrekening, bijvoorbeeld door gebruik te maken van de keuzevrijheid in de waarderingsgrondslagen. Daarnaast kan de student aangeven in welke situaties het management mogelijk gebruik maakt van de vrijheid in de waarderingsgrondslagen.

Inhoud vak
Belangrijke onderwerpen tijdens deze cursus zullen zijn:

1. Wat is het doel van financiële verslaggeving?
2. Hoe ziet het institutioneel kader van de externe verslaggeving er op hoofdlijnen uit?
3. De regelgeving (RJ en IFRS), waarbij het het 'conceptual framework' van de International Accounting Standards Board (IASB) een belangrijke plaats inneemt
4. Diverse balans- en resultaatrekeningposten alsmede het kasstroomoverzicht worden besproken.
5. Verder komen ook specifieke onderwerpen aan bod (o. a. immateriële vaste activa en impairment, belastingen, vreemde valuta en financiële instrumenten, de geconsolideerde jaarrekening en de verwerking van fusies, overnames en deelnemingen).
6. Leren een mening te vormen over verslaggeving.

Voor een meer gedetailleerde toelichting zie blackbord.

Onderwijsvorm
Hoorcollege, Werkgroepen

Toetsvorm
Schriftelijk examen

Literatuur
- Hoogendoorn, Vergoossen: Externe verslaggeving, 8e druk. (ISBN 9789001809577)
- Brouwer, Van Offeren, Van der Veer: Externe verslaggeving, opgaven 2e druk. (ISBN 9789001809560)
- Aanvullend op het boek zullen artikelen deel uit maken van de examenstof. Deze literatuur zal via blackbord bekend worden gemaakt.

Vereiste voorkennis
Geen

Aanbevolen voorkennis
Na het volgen van dit vak beschikt de student over de kennis en vaardigheden om zich een gefundeerd oordeel te vormen over de jaarrekening. Dit vak bouwt voort op de basiskennis uit het vak Financial Accounting and bookkeeping (FAB). Van de student wordt niet verwacht dat zij nog alle boekhoudkennis van het vak FAB nog paraat hebben. Wel wordt van de studenten verwacht dat zij de hoofdlijnen van het boekhouden nog paraat hebben. Hierbij kan gedacht worden aan zaken

zoals: wat is het effect van het activeren van kosten (ten opzicht van het direct ten laste van het resultaat brengen) op het resultaat en vermogen. Studenten die meer boekhoudkundige kennis willen hebben wordt verwezen naar het vak boekhouden 3.5.

Overige informatie
Dit vak behoort tot de ingangseisen van de master Accounting & Control.

Financial Accounting and Bookkeeping

Vakcode	E_IBA1_FAB (61612010)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. A.C. Schreuder
Docent(en)	dr. P. Kroos, dr. K. Shahzad
Lesmethode(n)	Hoorcollege, Instructiecollege
Niveau	100

Doel vak
To provide students with a basic understanding of financial statements and the bookkeeping process on which they are based.

Inhoud vak
In this course, students learn the basic structure of financial statements (balance sheet, income statement, cash flow statement) and how these are used to provide external stakeholders such as shareholders and debtholders with insight into the financial position and performance of a firm. Students will also learn how the financial statements are based on the logic of double- entry bookkeeping, how individual transactions and events can be recorded on the same basis, and how financial statements can subsequently be extracted from a firms accounting records.

Onderwijsvorm
In the lectures, the most important concepts will be introduced and in some cases further explained by means of practical illustrations. In the tutorials, students are expected to practice the material introduced in the lectures. Students are expected to have prepared the exercises and cases before coming to the tutorials.

Toetsvorm
written interim examination

Literatuur
Belverd E. Needles & Marian Powers, Financial Accounting. Most recent edition. Boston/New York: Houghton Mifflin.

Financial Management

Vakcode	E_IBA2_FM (61622030)
Periode	Periode 2
Credits	6.0

Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. V.L. van Kervel
Docent(en)	dr. F. Hamelink
Lesmethode(n)	Hoorcollege, Instructiecollege
Niveau	200

Doel vak
The purpose of Financial Management is to provide an understanding of key concepts in finance (not yet discussed in Financial Management 1. 5 / Finance & Financial Arithmetic in year 1) and to learn how to use these financial tools in practice.

Inhoud vak
- Pricing of Risk
- Capital Markets and Valuation
- Portfolio Theory
- Capital Asset Pricing Model
- Financial Options
- Option valuation
- Financial Risk Management
- International Finance

Onderwijsvorm
lecture
tutorial
Students have to complete before each AWV quizzes on MyFinancLab.

Toetsvorm
written interim examination
80 percent (min. grade: 5, 0)
cases / tutorials:
20 percent (average of score on quizzes on MyFinanceLab and tests during case lectures)

Literatuur
Berk & DeMarzo. Corporate Finance. 1st (or 2nd) edition. Pearson / Addison Wesley.

This book has an elaborate digital support service (MyFinanceLab) and is therefore used in all Bachelor Finance courses: Fin.1. 5 (ECO), Fin. Mgt.1. 5 (BK), Fin.2. 2 (ECO), Fin. Mgt.2. 2 (BK/IBA), Fin 2. 5 (ECO), Fin. Mod.2. 2 (ECO), Corp. Fin.3. 2 (ECO), Corp. Fin. Mgt.3. 4 (BK). Students must buy the book NEW to obtain entry to MyFinanceLab (the book can then be used for all bachelor years).

Financial Statement Analysis

Vakcode	E_EBE3_FSA (60311090)
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E. de With

Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
Dit vak bouwt voort op de kennis van het vak Financial Accounting 3.1. Het doel van het keuzevak Financial Statement Analysis is het verwerven van kennis en inzicht om jaarrekeningen van ondernemingen te analyseren. Centraal staat een veel gebruikt analysemodel; dit model bestaat uit vier stappen.

Inhoud vak
Het vak Financial Statement Analysis (FSA) houdt zich bezig met het analyseren van financiële informatie van ondernemingen, met name informatie uit het directieverslag en de jaarrekening. Na een korte inleiding wordt aandacht besteed aan het standard setting proces. Vervolgens worden de belangrijkste elementen van de jaarrekening (balans, resultatenrekening en kasstroomoverzicht) behandeld. Daarna wordt begonnen aan de daadwerkelijke (financiële) analyse op basis van de jaarrekening. Centraal staat een veel gebruikt analysemodel. Dit model bestaat uit vier stappen: Strategy Analysis, Accounting Analysis, Financial Analysis en Prospective Analysis. Aan het einde van de collegecyclus wordt ingegaan op twee toepassingen: kredietwaardigheidsonderzoek en waardering van acquisities. Bij het laatste onderwerp wordt ook aandacht besteed aan reële opties.

Onderwijsvorm
Hoorcolleges
Casecolleges

Toetsvorm
schriftelijk tentamen Het eindcijfer wordt bepaald op basis van het resultaat van het tentamen (85%) en de cases (15%).

Literatuur
Palepu, Krishna G., Paul M. Healey & Erik Peek, Business Analysis and Valuation: IFRS Edition, Text and Cases. Second Edition. Cengage Learning, 2010

Vereiste voorkennis
Financial Accounting 3.1. Gezien de doelstellingen van het vak FSA is een vrij grondige kennis en inzicht nodig op het vakgebied Financial Accounting. U wordt alleen tot het vak FSA toegelaten als u tenminste een 5 heeft behaald voor het vak FA 3.1.

Aanbevolen voorkennis
Financial Accounting 3.1

Overige informatie
De case-colleges (activerende werkvormen) houden in dat gedurende vier colleges cases worden behandeld. Door het vooraf voldoende uitwerken van deze cases kunnen casepunten worden behaald. De cases zijn ontleend aan de jaarrekeningen van toonaangevende Amerikaanse en Nederlandse beursfondsen, zoals Microsoft, Mc Donald's, Hewlett-Packard, Wal-Mart, Dell Computer, Procter & Gamble, Home Depot, UPS, Air France-KLM, Heineken, Philips, Shell en Akzo Nobel. Dit vak behoort tot de ingangseisen van de Master Accounting & Control en is ook een toelatingseis voor de postgraduate opleidingen tot Registeraccountant en Registercontroller.

Human Resources Management

Vakcode	E_IBA2_HRM (61632030)
Periode	Periode 3
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. B.R. Spisak
Docent(en)	dr. D.A. Driver-Zwartkruis
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	200

Doel vak
- Introduce students to HRM concepts, principles, and practices;
- Heighten students' awareness to the inter- relationship of employee development and organizational goals ;
- Assist students with applying relevant HRM concepts, principles to actual workplace situations;
- Further develop students' presentation and job interview skills

Inhoud vak
Human Resource Management is the design of formal systems in an organization to ensure the effective and efficient use of human talent. These formal systems should generate activities that involve the utilization and development of an organization's resources which include: personnel, technical equipment and policies. Thereby, an organization is equipped with essential elements to increase both the individual and the organization's potential to achieve stated goals. In this course special attention is given to the service industry.

Onderwijsvorm
Lectures, and response/discussion forum

Toetsvorm
one multiple- choice examination (weight is 100 %)

Literatuur
- Noe, R. et al. (2011). Human Resource manaingement: Gaiing a Competitve Advantage, 8th edition. Boston. McGraw-Hill.
- Additional literature provided by the coordinator.

Vereiste voorkennis
HRM is a second year required course; therefore the pre-requisite is that students have successfully completed at least 39 ECTs of the first year.

Aanbevolen voorkennis
See entry requirements

Overige informatie
Attend all scheduled classes for successful completion of the course.

Integration: Business Plan

Vakcode	E_IBA2_IBP (61662010)
Periode	Periode 6
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. A.C. Guldemond
Docent(en)	drs. A.C. Guldemond
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	200

Doel vak
The course Business Plan is an integration project. Aim of the course is to revisit and integrate theoretical concepts of all previous courses by means of writing a business plan for a business. And have interviews with entrepreneurs about business plans.

Inhoud vak
Theory of all previous IBA courses.

Onderwijsvorm
There will be two lectures in total. Students will be working in teams assistance will be provided through Blackboard.

Toetsvorm
Paper and presentation

Literatuur
Course Manual on Blackboard and literature from all previous IBA courses

Vereiste voorkennis
Students have to be familiar with all (first and second year) IBA courses.

Integration: Business Processes

Vakcode	E_IBA1_IBP (61532020)
Periode	Periode 3
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. W.E.H. Dullaert
Docent(en)	prof. dr. ir. S.L.J.M. de Leeuw, dr. E.I. Krauth, J. Harke
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	100

Doel vak
The objective of this course is threefold:

- to make students aware of the role that business processes play in value creation in companies
- to teach students how to describe, model, analyse and redesign a business processes

- to have students gain experience with using tools used for modeling, analysing and redesigning business processes.

Inhoud vak
Business Processes are a key part of the Business Administration programme at the VU University. In period 1 and 2, students become familiar with business processes in several functional disciplines. The Business Processes course builds onto that by teaching students how to describe, model, analyse and redesign these processes. In 4 lectures, students are educated in the reasons why business processes are relevant, a uniform way to describe these processes, methods to analyse business processes from different perspectives and in the improvement of business processes. The lectures will be illustrated by means of practical examples. In parallel, students will have to describe, model, analyse and redesign a business process in a company that they select themselves. In period 2, students will therefore already be requested via email to select a company and business process that they would like to analyse during this course. This could for example be an operational process in a bank or a hospital. Students will describe and model the selected business process in a software tool (Microsoft Visio) and will have to make practical suggestions for improvement of the business process. Student teams meet with a team mentor to discuss their modeling and analysis efforts, will present their findings to their peers in a presentation and need to write a report.

Onderwijsvorm
lecture
tutorial

Toetsvorm
written interim examination
plus assignment report & presentation

Literatuur
To be announced.

International Economics

Vakcode	E_EBE3_INTEC (60322050)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. W. Zant
Docent(en)	prof. dr. B. Hobijn
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
- To provide students with a thorough understanding of the main debates in the field of International Economics, divided into Trade Theory and Policy and Monetary Theory and Evidence.
- After this course, students will be better able to understand academic articles on topics from International Economics published in academic journals including the Economic Journal, the Review of International

Economics and the American Economic Revue.
- Students will be able to apply theoretical models from such academic articles to real-life problems and appreciate the breadth and scope of these models and their limitations.

Inhoud vak
The course is divided into two parts:

- International Trade Theory and Policy (dr. Jordaan)
- International Monetary Economics (B. Hobijn, PhD)

International Trade Theory and Policy includes topics such as globalisation, new trade theory, trade policies, foreign direct investment and the effects of trade on productivity at the level of the firm. International Monetary Economics covers subjects including exchange rate theory, exchange rate policy, exchange rate crises, liberalisation of capital flows and the financial crisis.

Onderwijsvorm
The course will be given in the form of a series of lectures with separate hours devoted to exercises. Students are also expected to write an essay on one of the main topics of the course.

Toetsvorm
essay
30 percent
written interim examination
70 percent

Literatuur
- Study Guide International Monetary Economics 2007-2008. Which includes problems to be discussed in the classroom. The Guide is available on Blackboard
- Visser, H., The International Monetary Economics course book. 2006 or 2007 edition
- Reader International Trade Theory and Trade Policy.
- Additional handouts and/or Blackboard files
- Students are expected to read additional material

Vereiste voorkennis
Students are required to have a good working knowledge of Macroeconomics (including Money and Banking), Microeconomics and basic International Economics.

International Marketing

Vakcode	E_BK3_INTM (60331060)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. H. van Herk
Docent(en)	prof. M.E. Kaplan
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
By the end of the course students should be able to attain proficiency in the following areas:
- Understanding international marketing concepts and their application along with the appreciation that global marketing is integrated with other functional areas of business and international collaboration.
- Applying these concepts to the analysis of international marketing problems, development of appropriate and creative marketing strategies to solve these problems.
- Developing an understanding and acquiring skills on how to successfully design and implement global marketing plans and strategies.
- Evaluating critically cases and analyzing marketing challenges.
- In addition, the course will help develop students verbal and written communication skills as they relate to business and students ability to work effectively in teams.

Inhoud vak
This course focuses on the role of marketing as creating value for customers. Emphasis is placed on strategies for introducing new products in a global market, identifying customer needs across international markets, forming target markets, differential positioning of the product and managing brand equity across borders. Topics to be covered include: interdependencies in global markets, objectives, strategies, and tactics of marketing programs related to advertising and communicating, distributing and pricing the product on international markets. Cases, discussions, guest speakers, readings and computer simulations will provide students with a mix of theory and hands-on problem solving to a variety of global marketing issues.

Onderwijsvorm
lecture

Toetsvorm
Written final examination;
individual and group projects throughout the course.

Literatuur
Czinkota & Ronkainen, International Marketing. 10th edition. South-Western / Cengage Learning, 2013, ISBN 978-1-133-358839-9

Vereiste voorkennis
Students are expected to be familiar with: Marketing 1.1. & 1.2 (BE) or Marketing (BK).

Overige informatie
Coordinators:

Michael E. Kaplan, M.I.M.; A.L.M.
Prof. dr. Hester van Herk

International Strategy

Vakcode	E_EBE3_INTST (60332020)
Periode	Periode 5
Credits	6.0
Voertaal	Engels

Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. E. Klijn
Docent(en)	dr. E. Klijn
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
- Gain theoretical knowledge in the field of international strategy
- Develop skills in translating the theory into practical solutions for a real life organization
- Gain theoretical knowledge in the field of international strategy
- Develop skills in translating the theory into practical solutions for a real life organization

Inhoud vak
The aim of the course is to provide students with the knowledge how they (as future managers) can coordinate an internationalization project within MNEs. This includes targeting and selecting new product/ service markets; evaluating, designing and implementing entry strategies; and dealing with issues related to the internationalization process such as knowledge transfer difficulties, and inter- and intra-firm relationships.

The course is designed in the following way:

Strategic analysis
- Globalisation and operating in an international market

Strategic choices
- Motives to internationalize and strategic alternatives for entering foreign markets
- Conditions to decide whether to establish international joint ventures vs. wholly owned enterprises?
- Location choices of foreign firms and host government policies

Strategic implementation
- Operating abroad: cultural and managerial implications.

Toetsvorm
- Real life consultancy assignment for the board of directors of an international startup company where groups of students recommend the organization how to enter a specific international market by writing a business plan.
- Written essay of a topic of a student’s choice.

Literatuur
Selection of academic articles focused on international strategy

Vereiste voorkennis
Professional attitude and determination.

Introduction to International Business Administration

Vakcode	E_IBA1_IIBA (61512010)
Periode	Periode 1
Credits	6.0
Voertaal	Engels

Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. A.C. Guldemond
Docent(en)	drs. A.C. Guldemond, dr. P.J. Peverelli
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	100

Doel vak

The aim of this course is to familiarise students with a number of general business concepts such as money, business processes, people and the market. The final attainment levels used for this subject are:
- The student knows the international busienss administration theories and methodologies as an academic discipline and recognises the relationships with the disciplines of economics, social sciences, organization studies and technology
- The student possesses sufficient basic knowledge to analyse and solve business problems making use of methods and techniques for accessing and analysing data
- The student has acquired the professional skills necessary for working in a variety of professional contexts and is able to approach business problems making use of different perspectives.

The aim of this course is to familiarise students with a number of general business concepts such as money, business processes, people and the market. The final attainment levels used for this subject are:
- The student knows the international busienss administration theories and methodologies as an academic discipline and recognises the relationships with the disciplines of economics, social sciences, organization studies and technology
- The student possesses sufficient basic knowledge to analyse and solve business problems making use of methods and techniques for accessing and analysing data
- The student has acquired the professional skills necessary for working in a variety of professional contexts and is able to approach business problems making use of different perspectives.

Inhoud vak

The different aspects of business and the study of business administration form the content. An introduction to topics like entrepreneurship, strategy, finance, marketing, internationalisation and operations are part of the program.

Onderwijsvorm

Lectures in a large group, casework and discussions in medium sized groups and a plantvisit or storevisit to be conducted by the student individually.

Toetsvorm

Multiple Choice Examination

Literatuur

Jones, Gareth R., Jennifer M. George. Contemporary management. New York: McGraw-Hill/Irwin, 2010, 7th edition.

ISBN: 9780071314435 Jones/George – Contemporary Management, 7e editie met Connect Plus

Investments

Vakcode	E_EBE3_INV (60332090)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. D.G. Stefanova
Docent(en)	T.C. Dyakov MSc BA
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

This course aims to make students familiar with the insights from investments and portfolio management theory. Students also have to be able to apply these insights in practical situations involving portfolio decisions and investment management for both individuals and institutions.

Inhoud vak

Investment decisions take a prominent role in everyday life. We can think of investment decisions taken by institutional investors (banks, insurance companies, pension funds, mutual funds), but also financial decisions taken by individual households (additional pension savings, saving for ones children's education (and how), buying a house, etc.) Investment theory is also strongly linked with risk management. The importance of sound decision making in this field has been underlined by recent experiences on financial markets, law suits involving complex financial products for retail clients, the debate about the (in)solidity of pensions, etc. The Investments course aims to provide an overview of the principles of investment analysis. A framework is developed that allows one to address a variety of (at first sight) completely different investment problems in a unified way. The theoretical underpinnings are developed from modern portfolio theory, with mean-variance optimization and the CAPM as key ingredients. The second component of the course deals with the empirical research for financial markets and the actual mechanisms driving these markets. Factor models for returns on financial products are very important here. The third component consists of valuation and risk attribution (including performance attribution) for individual financial products as well as portfolios of these products.

Onderwijsvorm

Lectures and tutorial sessions.

Toetsvorm

Written exam and Case work. Exam questions are meant to test the candidate's theoretical insight as well as analytical and computational skills. Case work is used to test students implementation skills in Excel of the material treated in the course. Correctly completing a minimum of case work is compulsory for obtaining a pass for this course. Guidelines are communicated via Blackboard at the start of the course.

Literatuur

The course literature consists of detailed lecture slides to be found under Course documents on Blackboard. These will be posted weekly before each set of lectures. In addition to them, the textbook below is a compulsory reading material:

- Zvi Bodie, Alex Kane and Alan J. Marcus: Investments, McGraw Hill (8th

edition)
As optional supporting material for the applied Excel work, I suggest the following books:
- Adair, Excel Applications for Investments (introductory book to Excel and its applications for investment problems).
- Mary Jackson and Mike Staunton, Advanced Modeling in Finance using Excel and VBA, Wiley Finance (advanced VBA applications and programming).

Vereiste voorkennis
The course builds upon prior knowledge in the 1st and 2nd year Finance courses (Finance 1.4, 2.2 and 2.4 for Economics students and Finance and Financial modeling 1.5 and Financial Management 2.4 for Financial Management students). For students coming from different programs or having a different background, this should correspond to mastering the concepts in the book of Braeley and Myers, Principles of corporate finance, chapters 1-15, 20-23, 27-30.

Overige informatie
The course is taught in English

Knowledge Management

Vakcode	E_BK3_KM (61322100)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M. Soekijad
Docent(en)	dr. M. Soekijad, dr. P.R. Tuertscher, drs. M. Prats Lopez, dr. ir. J.J. Berends, dr. M.H. Rezazade Mehrizi
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
After completion of this course, the student
- Has an in-depth understanding of the importance and implications of knowledge as the main organizational resource for knowledge- intensive organizations, such as those in the professional service industry
- Has knowledge of central concepts, models, theories and empirical results related to the broad field of 'knowledge management' and acquire a critical yet integrated perspective on knowledge management
- Has gained practical experience in conducting scientific / consulting research, by participating in ongoing research projects, within the field of knowledge management and combine learning and doing research in small groups acting as 'communities of learners'
- Is able to formulate a research question, to construct a theoretical framework (including hypotheses or propositions) relevant to this question, to analyze data (either quantitatively or quantitatively) and to draw conclusions and implications for both KM theory and practice from all this; resulting in a report.

Inhoud vak
Knowledge has become the most important factor in economic life. This is widely recognized by researchers, policy makers and organizational

practitioners. The importance of knowledge as main production factor and main competitive resource has serious implications for amongst others management, leadership, strategy, technology, cooperation and coordination and (new) organizational forms, such as networks and virtual organizations. Knowledge management is a field that focuses explicitly on this significant role of knowledge and its implications for management and organizations. The field has received attention as a new and promising perspective on organizations, finding connections with the multi- disciplinairy field of Business Administration, such as marketing, organizational strategy, technology and innovation, human resources, information technology as well as related fields such as regional economics and geography. Topics that will be discussed are: knowledge as a key production factor the organization, knowledge economy and societies managing knowledge sharing and innovation, organizational (un)learning and knowledge creation, knowledge processes in networks and distributed organizations, motivating and managing knowledge workers, power and conflict in knowledge management, communities of practice, knowledge brokering, open innovation.

Onderwijsvorm
(Guest) lectures and tutorials.

Toetsvorm
Written individual examination (60 percent) based on the lectures and the compulsive reading material (book and articles). And a group research paper (40 percent) based on collaborative work in the tutorial.

Literatuur
- Book: D. Hislop (2009 edition) Knowledge Management in Organizations; a Critical Introduction.
- Additional academic articles on Blackboard.

Logistics and Information Systems

Vakcode	E_IBA2_LIS (61652030)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. W.E.H. Dullaert
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	200

Doel vak
The objectives of this course are to:

- Get students acquainted with theories and concepts from both the fields of logistics and information systems, and explain and demonstrate how these theories and concepts interact.
- Demonstrate and explain that the interplay between logistics and information systems is determinant for the successful operation and design of modern value chains.
- Develop a multidisciplinary (Logistics and Information Technology) frame of reference that can be used to analyze, design and develop modern value chains.

- Develop the appropriate knowledge and skills to self- reliantly deepen knowledge on logistics and organizational information systems.
- Discuss wider (e. g. organizational, social) implications of logistics and business information systems.
- Enhance skills and competences in finding, selecting and judging relevant scientific sources.
- Apply results of scientific research to selected business cases.
- Develop skills in writing business expert reports.

Inhoud vak

This course aims at providing students with a solid understanding of the strategic role of contemporary supply chain management (SCM) and information systems (IS). Focus is not on providing an exhaustive overview of high level supply chain and IS concepts, but rather on identifying key drivers of supply chain and IS performance and how analytical tools can be used to align corporate, supply chain and IS strategies. Although information technology plays an important role in the fulfillment of business objectives, the primary focus of this course will not be on technology but instead be on the managerial issues associated with organizational information systems.

To design the most appropriate supply chain, one can deploy 3 logistical drivers (facilities, inventory and transportation) and 3 cross-functional drivers (information, sourcing and pricing). Although they can all contribute to superior supply chain performance, the primary focus of this course will be on the interplay between logistics and information systems and the objective is to share insights that will last a lifetime.

This course builds upon the fundamental concepts that were introduced in the following two courses: Business Information Technology and Logistics & Operations ResearchAmongst other issues, the following questions will be dealt with in this course:

-How can we use inventory and transportation to improve the responsiveness or efficiency of a company’s supply chain?
- What is the role of cyclic and safety inventory in the supply chain and how can the cost be reduced by (novel) logistics strategies?
- What is the impact of break through information technologies (e. g. RFID) on the shaping of value chains?
-Why supply chain profits are hurt when lot-sizing decisions are solely aimed at minimizing costs
- How can IT concepts like web services, software- as- a- service, and service oriented architectures contribute to the design of dynamic value chains?
- How does the future Internet look like?
- What is the impact of WEB2. 0 on supply chain logistics?
- What is the role of IT in supply chain integration?

To allocate as much time as possible to problem solving and case discussions in class, students are asked to prepare assignments in teams before class. Details on the assignment will be provided before the start of the course.

Onderwijsvorm

lecture
tutorial

Literatuur
To be announced.

Overige informatie
Examination format will be announced.

Logistics and Operations Research

Vakcode	E_IBA1_LOR (61522010)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. ir. K.S. de Smidt-Destombes
Examinator	dr. ir. K.S. de Smidt-Destombes
Docent(en)	dr. ir. K.S. de Smidt-Destombes, dr. G. Maroti
Lesmethode(n)	Hoorcollege, Practicum
Niveau	100

Doel vak
The course Logistics and Operations Research provides you with an introduction to logistics and operational analysis. The objective of the course is to acquire knowledge, skills concerning and insights into qualitative and quantitative approaches for decision support at companies.

Inhoud vak
After following this course you are familiar with terms such as
- Materials Management
- Physical Distribution
- Linear Programming
- Transportation, inventory and queuing models
- Project Management
- Reliability, availability and maintenance

Onderwijsvorm
9 hearing lectures, 5 exercise lectures, 4 topic exams, 14 question hours.

The lectures consist of hearing lectures in which the theory is discussed, including examples. Furthermore, there are exercise lectures in which exercises related to the subjects treated in the lectures are discussed. These are a good preparation for the topic exams and exam. The topic exams are individual assignments, which need to be made during four meetings. Additional exercise materials are available and offered via blackboard. Finally, there are contact hours to answer all remaining questions.

Toetsvorm
Written examination and 4 topic exams
Dependent on result of topic exams: 100% written examination or 80% written examination and 20% topic exams

Literatuur

- Stevenson (2012), Operations Management, global edition, McGraw-Hill
- Reader and paper (available via blackboard)

Overige informatie
Topic exams are not compulsory but are very strongly recommended for the necessary exam preparations.

Macroeconomics

Vakcode	E_EBE3_MAEC (60311020)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	B.A. Brugemann
Docent(en)	prof. dr. E.J. Bartelsman, B.A. Brugemann
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
The learning outcomes of this course are that you will be able to answer the following questions:
- What are the core models of macroeconomics and how do their assumptions differ?
- How do the conclusions obtained from the models depend on the assumptions, and what is the economic intuition underlying these conclusions?
- How can the effects of economic shocks and policy changes be analyzed using verbal, graphical, and algebraic methods?
- How can you choose an appropriate macroeconomic model and adapt to analyze a specific policy problem?
- How can you provide advice to policy makers based on macroeconomic research?

Inhoud vak
In recent years, policy makers have been confronted with important macroeconomic decisions. Should fiscal policy implement austerity measures? What can central banks can do when they have already reduced short-term interest rates to zero? How should banks be regulated to mitigate future crises?
In this course we will examine what advice mainstream macroeconomics can offer to policy makers concerning these questions. We will study the theories macroeconomists have developed, and the empirical evidence they have collected.
Many of the topics that will be covered you have already encountered in your previous courses on macroeconomics. What will be different here is that we will cover these topics at a somewhat more advanced level. Specifically, the macroeconomic models we will study are constructed using microeconomic theory. This approach has important advantages and reflects how current research in macroeconomics is done.
In the first half of the course we will construct a dynamic general equilibrium model of the macroeconomy in which markets perform well in allocating resources, leaving little room for improvement through government policy. Here we will study the labor-leisure tradeoff, the saving decision of households, and international trade in assets. In the

second half we consider a variety of market failures that give rise to a role for government policy. First, we introduce money and sticky prices into our dynamic general equilibrium model to study fiscal and monetary policy. Second, we study coordination failures as a source of business cycles. Third, we introduce private information and study the role of banks and banking regulation.

Onderwijsvorm
You will complete reading assignments before class meetings. In class meetings we will review the most important points of the reading, adress questions about the readings, and discuss policy applications.

Toetsvorm
Weekly assignments and a written exam.

Literatuur
There is no textbook. We will provide extensive notes and will assign additional readings from newspapers and magazines, blogs, and academic journals.

Vereiste voorkennis
Macro 2.4 or equivalent.

Aanbevolen voorkennis
Fundamentals of Microeconomics and Macroeconomics.

Overige informatie
Language of Instruction and Examination: English

Management Accounting

Vakcode	E_IBA2_MAAC (61642020)
Periode	Periode 4
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P.C.M. Claes
Lesmethode(n)	Hoorcollege, Instructiecollege
Niveau	200

Doel vak
To introduce students to the use of accounting information for the purpose of managerial decision- making and control.

Inhoud vak
While accounting information as reflected in financial statements (balance sheet, income statements) is useful for managers, it typically needs to be supplemented by far more detailed and specific accounting-based information. Such information is necessary for making decisions (are certain activities profitable?) and to control the activities of subordinate managers and employees (is a department run efficiently?) This course introduces students to various types of costing systems that generate information of this kind.

Onderwijsvorm
discussion tutorial
lecture

Lectures and discussion classes with the mc- quizzes. Students enrolling for this course are expected to attend the discussion classes with the mc- quizzes.

Toetsvorm
written interim examination
60 %
cases / mc- quizzes
40 %

Literatuur
Charles Horngren, Srikant M. Datar, George Foster, Madhav Rajan & Christopher Ittner, Cost Accounting. 13th edition or more recent. Prentice Hall.

Management Accounting and Control

Vakcode	E_BK3_MAC (61312010)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. H.C. Dekker
Docent(en)	prof. dr. H.C. Dekker
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
The activity of managing organizations consists of two major functions: planning and control. Planning is the management activity of deciding about what objectives the company will pursue and about how, to what extent and within which time period these objectives will be achieved. Control includes all managerial activities focused on stimulating employees' behaviors in such a way that organizational objectives will be realized in an effective and efficient way. Both managerial activities will be explored during this course. In particular, the course will focus on (1) the analysis of information focused on short-term and long- term decision making, and (2) management accounting for the control of organizational activities.

Inhoud vak
The content of this course can be divided into two sections. The first section deals with methods and techniques for planning and decision making for the short term and long term. This section includes topics such as the analysis of cost data, cost allocation, modern production systems and techniques, and short- term planning and decision making. The second section of the course deals with management control issues and is focused more on the behavioral aspects of planning and control systems. Topics included in this section are strategic control systems, performance management systems, transfer pricing and value- based management.

Onderwijsvorm
lecture
This course consists of a combination of lectures and case discussions during the lectures. Cases are to be worked out during the course. A written exam takes place at the end of the course.

Toetsvorm
assignment
written interim examination

Literatuur
- Horngren, C.T., S.M. Datar, G. Foster, M. Rajan & C. Ittner. Cost Accounting, A Managerial Emphasis. 13th edition, Upper Saddle River, NJ: Pearson Education, 2009.
- Selected articles.

Management and Organization: Consulting Debates

Vakcode	E_EBE3_MO (60322020)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.S. Heusinkveld
Docent(en)	dr. O. Bouwmeester, dr. M.J.J. Wolters, dr. R.J.A. Klein Woolthuis, dr. I. Mikhailava, dr. H.S. Heusinkveld, drs. ir. P.J. Tack
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
- being able to critically reflect on contemporary scientific debates in organization theory and consulting literature
- being able to write an academic paper on the basis of a small-scale literature research

Inhoud vak
The course focuses on exploring different contemporary debates in organization theory and consulting, such as around rigor vs. relevance, organizational decision making, knowledge and knowing, design rules, inter-organizational collaboration, transience and continuity, organizational change, consulting roles, and the client in consultancy research. Particular attention will be
given to identifying and assessing different positions in these debates.

Onderwijsvorm
Lectures and seminar

Toetsvorm
Academic paper, presentation and written examination

Aanbevolen voorkennis
Basic knowledge about Management and organization theory (please see course M&O 1.1, 2.1, and 2.5)

Overige informatie
The course will be in English

Marketing Management

Vakcode	E_IBA1_MM (61512020)
Periode	Periode 1
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E. Akpinar
Docent(en)	dr. M.H.P. Kleijnen, drs. E. Akpinar
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	100

Doel vak
1) A basic knowledge about marketing and recent developments in this field
2) An understanding of how to identify, create, and deliver customer value from an international perspective
3) Understanding the difference between strategic and tactical marketing objectives
4)Understanding the application of marketing concepts in practice

Inhoud vak
This course can be considered as providing a basic level of marketing knowledge for undergraduate students, independent of their specialisation. The course is a prerequisite third- year and master's courses in marketing, but besides that the acquired knowledge on strategic marketing thinking will be valuable in any other type of career as well. The main objective of this course is to confront you with the most recent developments in marketing, as well as the basic marketing knowledge required for every future academic or marketer. Therefore, this course subsequently deals with: a) The latest developments in marketing (e. g., creating value and interactive media) b) how to create marketing strategies from a customer- oriented perspective c) how to learn from the market and its environment, and finally d) how to translate that knowledge to tactical marketing decisions.

Onderwijsvorm
Lectures

Toetsvorm
Individual, written exam

Literatuur
See Blackboard

Marketing Research

Vakcode	E_BK3_MRES (61332040)
Periode	Periode 4

Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.H. Morren
Docent(en)	dr. M.H. Morren
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
- Understanding of the various qualitative and quantitative research methods used in marketing research
- Knowing how to set up a research design, and choosing the right method to answer the research question
- Understanding the advantages and disadvantages of certain marketing research techniques
- Knowing the objectives, use and interpretation of multivariate data analysis techniques
- Developing the skill to write a marketing research report

Inhoud vak
Attention will be given to quantitative and qualitative research. Several research methods will be discussed, such focus groups, in-depth interviewing but also quantitative methods such as factor analysis. Moreover, drafting questionnaires, sampling, and various data analysis techniques will be explained. An emphasis in this course will be on analyzing data, interpretation of results, and understanding of research implications. Analyzing data using SPSS will be part of the course.

Onderwijsvorm
lecture

Toetsvorm
assignment
written interim examination

Literatuur
Malhotra & Birks, Marketing Research. An Applied Approach. 3rd European edition. Pearson Education, 2012.

Meta-Analysis in Business and Economics

Vakcode	E_HP2_MABE (986134)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Methoden en technieken van algemeen en financieel economisch onderzoek

Vakcode	E_EBE3_MTAF (60311000)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands

Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Docent(en)	dr. J.M. Sneek
Lesmethode(n)	Hoorcollege, Practicum
Niveau	300

Doel vak
Het verschaffen van wiskundige kennis, die aanvullend is op de inhoud van het 1e-jaarsvak KM1-2 en die noodzakelijk is om met succes te kunnen deelnemen aan de (kwantitatief getinte vakken van de) master-opleidingen Economics en Finance.

Inhoud vak
De hoofdonderwerpen van dit vak zijn:
- Matrices, determinanten en toepassingen
- Rijen en Limieten
- (Optimaliseren van) functies van meerdere variabelen (met en zonder nevenvoorwaarden)
- Vectordifferentiatie
- Stochastische vectoren
- (Meervoudige) integratie en toepassingen op kansverdelingen
- Differentievergelijkingen

Onderwijsvorm
36 college-uren (24 hoorcollege, 12 practicum) Afhankelijk van de deelnemers zal het hoorcollege in het Engels gegeven worden en zal één van de groepen voor de practica in het Engels gegeven worden.

Toetsvorm
schriftelijk tentamen

Literatuur
Sydsaeter, Knut & Peter Hammond, Essential Mathematics for Economic Analysis. 3e druk. Prentice-Hall, ISBN: 978-0-273-71324-1 + enige aanvullingen.

Vereiste voorkennis
Het is noodzakelijk de inhoud van de KM-vakken (zowel het wiskundevak als de statistiekonderdelen) uit het programma van 1e en 2e jaar paraat te hebben.

Microeconomics

Vakcode	E_EBE3_MIEC (60322030)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. S. Dobbelaere
Examinator	dr. S. Dobbelaere
Docent(en)	dr. E.I. Motchenkova, dr. M. Mastrogiacomo, R.I. Luttens, mr. B. Hu
Lesmethode(n)	Hoorcollege, Werkgroep

Niveau	300

Doel vak
This course is designed to develop the theory of decision making at the level of a single agent and to understand the resulting outcomes at the market level.

By the end of the course the student will

- be familiar with the main microeconomics principles and mathematical tools needed for their analysis
- know the main concepts of consumer choice and firm behavior
- understand the determinants of the actions taken by firms and are able to track the interaction between firms¿ actions and market outcomes
- know how to analyze microeconomic problems related to health economics, industrial organization and welfare economics using mathematical tools

Inhoud vak
Microeconomics is concerned about how individuals and firms make decisions and how the interaction of many individuals affects markets. In case of an individual, decisions are made concerning consumption, saving, labour supply, and so on, while in case of a single firm this concerns decisions on production, product characteristics and prices. We cover topics in various areas of microeconomics, such as health economics, industrial organization and welfare economics.

In the first part of the course we intend to confront students with more advanced treatment of main microeconomic concepts. The main text-book is rather technical and focuses on the application of mathematical tools in microeconomics needed for students to go further in their studies. In the second part of the course we will discuss applications of the developed microeconomic concepts in industrial organization, insurance and health economics, labor market analysis, social choice and welfare economics.

Onderwijsvorm
lecture
tutorial

Toetsvorm
written interim examination
(closed book)
problem sets

Literatuur
- Snyder and Nicholson. Microeconomic Theory: Basic Principles and Extensions. 10th edition. (Thomson, South-Western), 2008.
- Reader with articles and hand-outs provided on Black Board

Vereiste voorkennis
Microeconomics courses completed in the first two years of the bachelor program.

Midden- en kleinbedrijf

Vakcode	E_EBE3_MKB (60311070)

Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E.A.H. Kleijn
Docent(en)	drs. E.A.H. Kleijn
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
- inzicht verschaffen in de rol die kleine en middelgrote bedrijven spelen in de economie
- inzichtelijk maken waarin kleine bedrijven en grote bedrijven van elkaar verschillen
- helderheid brengen in wat ondernemerschap is

Inhoud vak
De afgelopen 25 jaar is de belangstelling voor ondernemerschap en het midden- en kleinbedrijf sterk toegenomen: in de markt, in het overheidsbeleid, en ook in het wetenschappelijk onderwijs en onderzoek. Begrippen als intrapreneurship en extrapreneurship geven de belangstelling voor het fenomeen ondernemerschap bij grote bedrijven aan. De managementeconomie van de vorige eeuw heeft zich omgevormd tot een ondernemerschapseconomie. Het mkb speelt een belangrijke rol bij innovatie, bij het gezond houden van concurrentieverhoudingen, als omgeving waarin ondernemerschap zich thuis voelt en als generator van economische groei. Ondernemingen in het mkb spelen een belangrijke rol als samenwerkingspartner, als leverancier en als intermediair. In Nederland is inmiddels meer dan een derde van de startende ondernemers afkomstig van hbo of universiteit. Op de arbeidsmarkt groeit de vraag naar mensen die verstand hebben van de MKB-sector. De discipline midden- en kleinbedrijf & ondernemerschap neemt in zijn veelzijdigheid een aparte plaats in het curriculum in: het gaat om bedrijf en markt, om economie en psychologie, om innovatie en ordening, om systeem en individu. Die aspecten komen, geordend in drie hoofdthema's aan de orde:
- de rol van kleine bedrijven in de moderne economie (small business economics)
- het belang van ondernemerschap in de moderne economie (entrepreneurship)
- het starten, runnen en doen groeien van een klein bedrijf (small business management)

Onderwijsvorm
Colleges

Toetsvorm
Schriftelijk tentamen

Literatuur
Wordt nog bekend gemaakt

Overige informatie
Het vak wordt in het Nederlands gegevens vanwege de sterk institutionele inkadering. Het college is aanvullend bij de voorgeschreven literatuur.

Ondernemingsrecht

Vakcode	E_EBE3_OR (60311060)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	mr. J.E. Brink-van der Meer
Docent(en)	mr. J.E. Brink-van der Meer
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Problemen van ondernemingsrecht zijn iedere dag in de krant te vinden, bijvoorbeeld: overnames, faillissementen en kritiek op bestuurders van ondernemingen. Aan de hand van de belangrijkste ondernemingsrechtelijke thema's, zoals vermogen, organisatie en aansprakelijkheid, worden verschillende rechtsvormen behandeld. Er zal hierbij aandacht worden besteed aan personenvennootschappen, stichtingen, verenigingen, NV's en BV's. Tijdens de colleges zal veel gebruik worden gemaakt van praktijkvoorbeelden. Tevens zal veel worden ingegaan op actuele ontwikkelingen, zoals in voorgaande jaren Ajax, ABN Amro, de boekhoudfraude bij AHOLD en het faillissement van DSB. Na afloop van de collegecyclus hebben studenten voldoende basiskennis van de rechtsvormen waarin een onderneming kan worden gedreven, de organisatie van deze rechtsvormen en de daarbijbehorende problemen. Nuttige basiskennis voor vrijwel iedere baan!

Inhoud vak

De colleges zijn gegroepeerd rond een vijftal onderwerpen:
- Inleiding (rechtspersoon, vennootschap en onderneming)
- Interne organisatie (organen en bevoegdheden)
- Eigen vermogen (kapitaal/vermogensbescherming en zorgvuldig vermogensbeheer)
- Vreemd vermogen (financiering en insolventie)
- Aansprakelijkheid

De studenten kunnen zelf het onderwerp van het laatste hoorcollege kiezen aan de hand van een aantal voorgestelde en zeer actuele onderwerpen. In voorgaande jaren betrof dit fusies en overnames en beschermingsconstructies tegen ongewenste overnames en de activistische aandeelhouder.

Onderwijsvorm

2 uur hoorcollege per week, gevolgd door 2 uur werkcollege waarin het accent ligt op de door de studenten uit te werken casus.

Toetsvorm

Een schriftelijk tentamen met open vragen. Het resultaat daarvan telt voor 60 procent mee in het eindcijfer. Het gemiddelde cijfer van de case-uitwerkingen telt voor 40 procent mee in het eindcijfer. De wettenbundel mag worden meegenomen naar het tentamen.

Literatuur

- De kern van het ondernemingsrecht, M.J. Kroeze, L. Timmerman en J.B. Wezeman, Kluwer, 3e druk (2013).
- Wettenbundel Rechtspersonen, inclusief ondernemings- en handelsrecht met toekomstige wetgeving, Kluwer, meest recente editie
- Diverse op blackboard te plaatsen stukken, waaronder syllabus met

samenvattingen van arresten .

Overige informatie
- De cases worden in groepsverband (van 2 tot 4 leden naar gelang van het aantal deelnemers) uitgewerkt.
- Dit vak kan gevolgd worden ter voorbereiding op het master accounting en control vak Corporate law 4.4.
- Dit vak voldoet aan de instroomeisen voor de master fiscaal recht (9 studiepunten besteed aan het privaatrecht, waarvan het ondernemingsrechtonderdeel uitmaakt)
- Dit keuzevak kan ook worden gevolgd door studenten van andere faculteiten, in het verleden hebben bijvoorbeeld verschillende studenten van FSW het vak gevolgd

Organization Design

Vakcode	E_IBA2_OD (61622040)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R.O. Mihalache
Docent(en)	dr. B.A. de Jong, dr. R.O. Mihalache
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	200

Doel vak
The main objective of the Organization Design course is to gain knowledge and understanding of concepts and theories regarding the design of organizations. After completing this course, students:

- are able to provide an overview of the history and dominant theoretical perspectives on organization design;
- have gained an understanding of key organizational configurations and their relation to organizational contingencies;
- are able to apply this knowlegde to critically assess the organizational design of real-life organizations.

Inhoud vak
This course focuses on the design of organizations within the meta-theoretical boundaries of the contingency approach. Topics discussed during the lectures are: contingency theory, equifinality, organizational typologies and taxonomies, (neo-)contingency theory, contingency factors, and organizational effectiveness. As the course progresses, students are stimulated to formulate their own view on the 'pros' and 'cons' of the organization design perspective. In the tutorials, students practice with applying their knowledge on organization design to a real-life organization of their choice.

Onderwijsvorm
Lectures and case study tutorials

Toetsvorm
Multiple choice exam (60%) and a team assignment (40%)

Literatuur
- Burton, R.M., Obel, B. & G. DeSanctis (2011). Organizational Design: A Step-by-Step Approach (2nd edition). Cambridge, ISBN 9780521180238.
- Supplemented with journals articles, to be announced

Organization Perspectives and Dynamics

Vakcode	E_BK3_OPD (61322000)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P.J. Peverelli
Docent(en)	dr. P.J. Peverelli
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	300

Doel vak
- Introduce organization theories, models and paradigms which inform management practices;
- Explain the significance of metaphors, stories, symbols, rituals, in an organizational context and judge the consequences;
- Identify groups, actors and their interactions/shared realities/multiple inclusions in concrete organizational situations.

Inhoud vak
The study of Organization Perspective and Dynamics is a theoretical field of study distinct from more practical fields such as general management, organizational behavior, and human resource management. It is a basic science studying the ways human actors organize themselves into groups of various degrees of complexity. Organization theory is not the study of organizations. Groups of actors referred to as ‘organizations’ in every day parlance are only one part of the groups introduced in this course. Therefore, the perspective of this course is that human organizing is a continuous process of ongoing interaction between actors in their quest to make sense of the world and this includes the workplace.
This course is indispensible for any student of Business Administration, but certainly for those with the aspiration to find a career in consulting.

Onderwijsvorm
7 lectures

Toetsvorm
multiple choice examination

Literatuur
- Text book: Peverelli, P.J. & Verduyn, K. (2010) Understanding the Basic Dynamics of Organizing, Delft: Eburon.
- Additional reading matter will be provided through Blackboard.

Aanbevolen voorkennis

Good understanding of English

Organizational Behavior

Vakcode	E_IBA1_OB (61542000)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Docent(en)	dr. O.N. Solinger
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	100

Doel vak

The learning objectives of this course are first to gain knowledge and understanding of concepts and theories related to human behavior in organizations, and second how to apply this knowledge in practical situations. After this course, you are able to:

- Define and explain key terms or concepts from social sciences relevant to Organizational Behavior
- Describe the basic interaction between individual, group, and organization in such terms
- Compare different theoretical approaches that deal with this interaction
- Apply the above in trying to systematically analyze existing problems, using Argument Mapping
- Identify practical solutions to Organizational Behavior related problems

Inhoud vak

Organizational Behavior (OB) deals with the human factor in organizations. During this course we will look at behavior in organizations from different levels of analysis: the individual, the group, and the organization.
- The individual level focuses on the person of the employee and his or her job. You will study personality
and individual differences, work attitudes, perception and judgment, motivation, satisfaction and stress.
- The group level deals with teams or departments and the interaction within and between groups in organizations. You will take a look at group and team performance and characteristics.
- The organizational level looks at the interaction between managers and individuals, groups and the organization as a whole. You will study organizational consequences of national and organizational cultures, leadership, change and development.

Onderwijsvorm

Case study tutorial lecture Case sessions: during these meetings student teams will work on group assignments and give presentations. Attendance is mandatory. Hearing lectures: during the lectures theories, concepts from Organizational Behavior and practical examples are presented.

Toetsvorm

Written interim examination - MC exam (60 percent of the final grade) - Presentation and team case report (40 percent of the final grade). Students have to complete both elements (with at least 5. 0) in order to get a final course grade (which should be at least 5. 5). See Blackboard for detailed examination criteria:
- For case reports: content, structure, quality of the case analysis, extent to which the problem is solved
- For presentations: team presentation, content, presentation skills, interaction with the class.

Literatuur
Robbins, Judge & Campbell (2010). Organizational Behaviour. London: Pearson

Philosophy I

Vakcode	E_IBA2_PHIL1 (61662020)
Periode	Periode 6
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.M. Verbrugge
Docent(en)	dr. A.M. Verbrugge
Lesmethode(n)	Hoorcollege
Niveau	200

Doel vak
The two courses Philosophy in the curriculum aim at developing a philosophical reflection on management and organization theories, and successively consist of searching for ontological presuppositions (Philosophy I, second year), and epistemological suppositions (Philosophy II, third year).

Inhoud vak
Central topic in the Philosophy I course is reflection on the question 'What is an organization?'. In organization theory several answers can be found. These answers can not be easily combined into one coherent concept. Nevertheless the problem to be explored during the course is not only to get insight in the different answers, but also to reflect upon the necessity of a theoretical concept that unites the different definitions. To achieve this goal it is necessary to develop academic skills like reading texts precisely, discussing them critically and reporting adequately as well as carefully.

Onderwijsvorm
lecture
working group

Toetsvorm
written interim examination

Literatuur
reader

Philosophy II

Vakcode	E_IBA3_PHIL2 (61752010)
Periode	Periode 5
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.M. Verbrugge
Docent(en)	dr. A.M. Verbrugge
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
To gain insight into the nature of scientific research and the decisions regarding the criteria of the validity and certainty of knowledge claims. Insight into this matter is connected to being informed about the different views pertaining to these decisions. Undergraduates are introduced to thinking about the foundations of their science in such as way that they will be able to see the significance of thinking about foundations and think through the argument about these foundations themselves. In order to realize the goal, it is at the same time required to develop academic skills like analyzing precisely and discussing texts critically.

Inhoud vak
The general expression 'scientific research' needs to be specified. In order to relate to the areas of knowledge the students are relatively familiar with, special attention will be paid to matters in the philosophy of science that play an important role in business studies, economics and accountancy. Notions that will be discussed in particular include truth, validity, facts, method, contextuality, concepts, meaning and values.

Onderwijsvorm
lecture
seminar
Lectures: there will be six lectures about the assigned texts in order to supplement students' own reading.

Workgroups: taking part in a workgroup is not compulsory, but it does provide an opportunity to gain a maximum of one full extra mark. Students participating in the workgroup are to do an assignment prior to each meeting.

Toetsvorm
written interim examination

Literatuur
- Ch. Krijnen / B. Kee (ed.), Philosophy of Economics and Management & Organization Studies. A Critical Introduction. Deventer: Kluwer 2009.
- Sheets will be made available on Blackboard.

Professional Skills

Vakcode	E_IBA3_PROFS (61752000)
Periode	Periode 5

Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. C.J. Vinkenburg
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

Professional Skills is a course aimed at teaching skills that international business administration graduates need for their future profession and career in (professional service) organizations. Specifically, the practicals focus on interview- and communication skills relevant for organization development and change processes. After participating in the practicals, students will have:

- Knowledge of basic communication and interviewing skills
- Knowledge of different interview models: open / half standardized / consultation
- Skills to apply in different types of professional conversations and interviews (delivering bad news, problem assessments, applying and selecting for a job)
- reflect critically on own performance and to determine personal development goals
- Skills to give feedback to fellow students
- A more developed professional attitude

Inhoud vak

In their future career International Business Administration graduates will often find themselves in situations that require professional skills related to communication and especially interviewing. This holds not only for consultants and researchers but also for other types of careers including entrepreneurs, managers, project managers and financial advisors. Effective interaction with internal and external clients and colleagues depends to a large extent on social and communication skills. Interviews play a central part in the early stages of the consulting process. During the sessions students will use and practice interviewing skills needed to establish a relationship, to collect information and to make an assessment of the situation or problem at hand and conducting research. These skills include posing questions, listening, summarizing, empathizing, guiding the interview process, giving feedback, recognizing and coping with resistance, and finally writing interview reports. During the five practical sessions professional and consultations skills will be trained in small groups using role playing various other techniques. The practicals will be concluded with two written individual assignments, consisting of conducting an actual interview, and writing a report on it, focusing on interview content and process.

Toetsvorm

2 Major assignments (interview and problem assessment), preparatory assignments, literaturetests and mandatory attendance

Literatuur

- Wiertzema, K. & Jansen, P. (2006). A comprehensive introduction to communication.
- Reader (on blackboard)

Vereiste voorkennis
This course is open to students BSc International Business Administration nearing completion of their programme.

Overige informatie
Due to the small number of students per group (12) an urgent request: only enroll in a group if you are totally sure that you will be able to attend the practical. Do not unnecessarily occupy a place that could have been occupied by a fellow student. Students who have enrolled in a group and don't show up in the first meeting will be removed from the group.

Quantitative Business Analysis

Vakcode	E_IBA2_QBA (61642040)
Periode	Periode 4
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. J.R. van den Brink
Docent(en)	dr. J.R. van den Brink, dr. I.D. Lindner
Lesmethode(n)	Hoorcollege, Instructiecollege
Niveau	200

Doel vak
This course provides an introduction to the application of quantitative modelling and analyses to business administration problems. In particular, the student is supposed to be able to (i) model decision problems, (ii) interpret models, (iii) compute solutions of models, (iv) make a quantitative reasoning, and (v) draw conclusions for the decision problem from the quantitative analysis.

Inhoud vak
The course emphasizes decision trees and game trees. Decision trees and game trees are tools of modern management in analyzing financial situations of decision that have a factor of uncertainty and in analyzing situations of negotiation that involves a number of participants. These quantitative methods of analysis will be discussed as part of practical applications by using auxiliary software for managerial purposes.

Onderwijsvorm
lecture working group
During six weeks there will be a weekly lecture (two hours) and a working group (two hours).

Toetsvorm
written interim examination

Research Assistantship Honours Course

Vakcode	E_HP2_RASS (986135)
Periode	Ac. Jaar (september)

Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Services Logistics

Vakcode	E_BK3_SL (61332060)
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P. De Giovanni
Docent(en)	dr. ir. K.S. de Smidt-Destombes, dr. P. De Giovanni
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak
These days, services take a large share of gross domestic product. In logistics, the focus has traditionally been on product- based operations but not so much on services based operations such as banks, hospitals or airlines. This course discusses logistic aspects of services firms and provides students with:
- an understanding of key concepts in managing logistics in service oriented businesses
- the ability to make quantitative trade-offs in after sales service related logistics decisions

Inhoud vak
Concepts of managing logistics in service oriented businesses:
- Introduction and strategies
- Capacity management
- Demand management
- Delivery management
- Value added services

Onderwijsvorm
Hearing lectures

Toetsvorm
Written examination

Literatuur
Provided via blackboard

Services Marketing Management

Vakcode	E_IBA2_SMM (61652020)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Coördinator	dr. L.J. Paas
Lesmethode(n)	Hoorcollege, Instructiecollege
Niveau	200

Doel vak
- Be able to reproduce definitions, models, and theoretical principals of services marketing.
- Be able to distinguish differences and similarities between the various theories.
- Be able to implement the acquired insights in real business cases.
- Be able to choose and integrate the models and theories and to judge them critically.

Inhoud vak
- Introduction of the service concept and its definition.
- The impact of the specific nature of services on marketing management.
- The extended marketing mix for services (i. e. Product, Place, Price, Promotion, People, Process, and Physical Environment).
- Management of demand in services firms.
- Service Quality.
- The Gaps model.
- The SERVQUAL model.
- Customer loyalty and recovery in services firms.

Onderwijsvorm
Lectures and guest lectures

Toetsvorm
Written examination (multiple choice questions)

Literatuur
- Wilson, A., Zeithalm, V.A., Bitner, M.J., Gremler, D.D. (2012). Services Marketing: Integrating customer focus across the firm (Second European Edition). Maidenhead: McGraw-Hill Higher Education. ISBN13: 978-007713171-5. ISBN-10: 007713171-1.
- Several academic papers

Aanbevolen voorkennis
Preceding courses:
- Marketing and Marketing Research (M+MR) 1.1.
- Business Administration in a Service Industry (BASI) 1.1.

Skills Lab

Vakcode	E_IBA1_SLAB (61522030)
Periode	Periode 2+3
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	K.A. Czako
Docent(en)	dr. O.N. Solinger, K.A. Czako
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	100

Doel vak
The goal of the course is to prepare IBA students for an effective learning experience during their studies at the VU. The course provides students with opportunities to develop key written and oral communication skills, including:

- Communicating well in English, both is business and academic settings
- Using proper grammar and appropriate vocabulary
- Writing essays and presenting a case study analysis in proficient English
- Presenting material clearly and convincingly; feeling more confident with public speaking

Inhoud vak
Ms. Czako (a native English speaker and qualified English instructor) will instruct students about basic grammar and writing rules, while addressing the most common errors made by students in their papers. Students will receive individual feedback on Writing Assignment 1 to help them improve the quality of Writing Assignment 2.

Presentation Skills are incorporated into the English classes. The goal is to help students improve their public speaking ability by recognizing problem areas and working on developing key skills. Each student will make a brief practice presentation as well as a more in-depth final presentation.

Onderwijsvorm
1 Lecture, 5 interactive sessions.

Toetsvorm
Two written assignments and two presentations

Literatuur
Van Tulder, R. (2007). Skill sheets: An integrative approach to research, study and management. Amsterdam: Pearson Education.

Social Network Analysis

Vakcode	E_IBA3_SNA (61742000)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. Z. Sasovova
Docent(en)	dr. Z. Sasovova
Lesmethode(n)	Hoorcollege, Werkgroep, Practicum
Niveau	300

Doel vak
After a successful completion of this course a student:
- understands what constitutes a social network
- can identify and describe different levels of analysis and formulate/solve problems in terms of network variables
- is able to apply key concepts of social network analysis in a

given (work) situation to analyze potential problems, generate and justify possible solutions
- can use specialized software for network analysis (UCINET) to analyze and interpret hypotheses regarding own network position
- recognizes connections between themes at different levels (interpersonal, team, and interfirm relations)
- is more aware of the role of social relations in the private and business environment

Inhoud vak

The focus of this course is on knowledge and understanding of network theories and application of social network analysis (SNA) methods in intra- and interorganizational processes. The course draws on research in this area to investigate the antecedents and consequences of social networks - where social networks come from and how they influence important workplace outcomes such as performance, career success and job satisfaction. In addition, students get a hands-on experience with specialized software for analyzing social networks (UCINET) and an opportunity to apply network concepts to analyze their own network position. Students are required to actively participate and apply the knowledge acquired during the lectures in writing a report.

Onderwijsvorm

Lectures and seminars.
During the lectures the basic concepts and the theory from SNA literature will be addressed. The lecture material will be enriched with cases, applications and examples of online networking software tools. The seminars will include a tutorial on using software for analyzing social networks (UCINET) in a computer lab and discussion sessions scheduled for students to deepen their understanding of the lecture material and prepare for writing the report. One session will be devoted to the network simulation game.

Toetsvorm

Written examination:
The exam consists of open questions requiring short answers testing both in-depth understanding and application of the network concepts and theories.
Personal Network Analysis assignment:
This assignment consists of a short report based on analyzing own network position with UCINET - students calculate different network measures, compare the results with the rest of the peer group (class) and visualize their network. In the report they reflect on their network behavior with a view on short- and long-term objectives.
EIS simulation game:
A network simulation game during which students take up a role of an external consultant. They experience an organization’s responses to the initiatives they take with the intention to support a large-scale change process.

Literatuur

Kilduff, M. & Tsai, W. (2003). Social networks and organizations. London: Sage.
Additional literature in the form of empirical articles and case studies available in an online reader.

Vereiste voorkennis

Basic understanding of business administration topics and issues.

Statistics I

Vakcode	E_IBA1_STAT1 (61542010)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Docent(en)	dr. G.J. Franx, W.M. Volk-Makarewicz, M. Scharth, Y. Zeng MPhil
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	100

Doel vak

The purpose of Statistics I is to provide a basic knowledge of how to draw conclusions from a dataset about the population from which this dataset has been drawn.

Inhoud vak

In many areas of economics and business administration one encounters data. In Statistics I we start with an introduction to descriptive statistics, including graphical representations, frequency distributions and measures of central tendency and dispersion. One also often encounters data specifically collected to answer certain questions about one or more population(s). In Statistics I we provide some elementary knowledge about probability theory (probabilities, random variables, distributions and sample distributions) and use that to get a start in estimation and testing of certain population characteristics (mean, variance, proportion, median). Students are also exposed to the comparison of two or more populations and some regression analysis.

Onderwijsvorm

Two times two lecture hours and two times two tutorial hours per week. In the lectures an introduction, an overview and some examples are given. In the tutorials students make exercises individually. Perhaps one or two written tests, and, weekly, a computer test is held by which students can earn some extra credits. The tutorial exercises and computer tests may require the use of computer software.

Toetsvorm

Written interim examination

Literatuur

- Doane/Seward, Applied Statistics in Business & Economics, 4th edition. McGraw-Hill International Edition, ISBN: 9780077146511 (special edition including computer software code!); only obtainable in VU- bookshop.
- Other materials can later be downloaded from Blackboard.

Statistics II

Vakcode	E_IBA2_STAT2 (61632020)
Periode	Periode 3
Credits	3.0

Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Docent(en)	dr. J.M. Sneek
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	200

Doel vak
The purpose of Statistics II is to provide students with a basic knowledge of inferential statistics and the means to apply the relevant techniques in SPSS, including the ability to prepare external data for use in SPSS.

Inhoud vak
This course starts with an introduction to SPSS and preparation of external data files to SPSS format. This course is also a continuation of Statistics I. Many students will later in their professional life be exposed to data analysis (estimation and testing) and/or be required to understand scientific articles or conclusions based on empirical data.
In Statistics II - assuming knowledge of the principles of Statistics I - several additional topics from testing and estimation are covered, including tests on means, proportions and variances in one, two or more populations, and including chi-square tests and other non-parametric tests applicable to one, two or more populations. Also regression analysis is one of the topics. Topics from Statistics I will be quickly repeated within the SPSS instruction, for new topics there is some emphasis on creating, understanding and analyzing computer output.

Onderwijsvorm
Four times two lecture hours, three times two computer tutorials and two times two 'ordinary' tutorial hours. All these hours are in week one till week three. In the lectures an introduction, overview and some examples are given, including a demonstration of how to run SPSS. In the computer tutorials students make exercises individually on a computer using SPSS. In the 'ordinary' tutorial hours students make exercises in class.

Toetsvorm
Written interim examination plus an examination on a computer using SPSS and MS Word.

Literatuur
- Doane/Seward, Applied Statistics in Business & Economics, 3rd edition. McGraw-Hill International Edition, ISBN: 9780077138141 (special edition including computer software code!).
- Other materials can later be downloaded from Blackboard.

Vereiste voorkennis
Some proficiency in Statistics I is assumed, though it is no formal prerequisite.

Strategic alliances and networks

Vakcode	E_HP2_SAN (986139)
Credits	6.0

Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Strategic Management and the Strategy Process

Vakcode	E_BK3_SMSP (61312030)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.M. Rietdijk
Docent(en)	dr. M.M. Rietdijk
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak
After this course students are able to:

- Describe and explain recent approaches of strategic management - as scientific field - and apply these to problems in the professional field of strategic management
- Search, select and critically assess scientific publications in the field of strategic management
- Analyze the strategy process in an organization, to facilitate strategic conversations and to formulate and implement a strategy
- Write a group report

Inhoud vak
This course is focused on recent developments in the scientific field of strategic management and the professional application of Scenario planning. Scenario planning helps organizations develop more than one long term perspective on their environment and core business.

In the first part of this course you will study different strategic schools. During the second part you will learn to formulate and implement strategy by the Scenario learning approach. You will deepen and apply your knowledge about Strategic Management at a real life firm.

Toetsvorm
Group report 50%, exam about the book 50%

Strategy and Economics

Vakcode	E_EBE3_SEC (60342040)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.E.D. Houba
Docent(en)	dr. H.E.D. Houba
Lesmethode(n)	Hoorcollege

Niveau	300

Doel vak

- Acquire knowledge about theories of interdependent decision making, or so-called 'strategic uncertainty'.
- Be able to recognize strategic uncertainty in economic situations.
- Be able to translate strategic uncertainty into a strategic model.
- Be able to correctly apply several concepts that deal with strategic uncertainty.
- Be able to use the software tool Gambit.

Inhoud vak

On the internet you detect several websites where you can participate in a new auction format in which the unique-lowest bid wins the expensive plasma TV, a PC or even a BMW. The website asks you: Yours for one $? You decide to bid, but how many others bid, how do they bid, what is your best bid? You wonder whether take-over battles can be seen as auctions between competing firms. How do they prepare bids? In the supermarket, you are thrilled about price reductions. You may wonder, is there a similarity between price competition and an auction? In your team project, some team member free rides on your effort and you realize that your grade also depends upon this member's contribution. Everywhere people, firms and institutions interact with each other in many different settings. For instance, negotiations for a contract or treaty, individuals or firms contributing to a joint partnership, managers motivating employees. Firms compete on the market, including web-shops, procurement auctions in B2B for contractors, and art-lovers competing at Christies. In all cases, the final outcome for each participant also depends upon the behaviour of others. Each participant has to deal with the strategic uncertainty about how the others will behave. Game theory deals with strategic uncertainty and has become an influential toolbox in modern Economics. This course offers an introduction to the major game theoretic concepts that are applied to a variety of highly-stylized or abstract economic models in order to focus on the relevant economic issues. These economic models come from Industrial Organisation, Microeconomics, Macroeconomics, Labour Economics, Auction Theory, Negotiation Theory and Contract Theory. Worldwide, game theoretic economic models influence the policy debate on market regulation, central bank independence, WTO, liberalization of public utilities such as telephone and electricity markets. Implications for economic policy are also discussed. Topics: - games and strategies - Nash equilibrium and its modifications for dynamic games and games with incomplete information - co-ordination - market competition - negotiations - repeated interaction - auctions - the market for used cars - job markets - reputation and signalling Special attraction: Learn why many contributors to game theory received a Nobel prize in Economics.

Onderwijsvorm

If the number of holidays in this block permit, 12 lectures of 2 hours, otherwise 11 lectures.

Toetsvorm

Several home assignements (25%) and sit-in exam (75%).

Literatuur

To be announced on Blackboard.

Vereiste voorkennis
Students should have sufficient knowledge of basic concepts from Microeconomics, Mathematics and Statistics and the capability to apply these correctly. For VU students this involves the courses:
- Microeconomics 1.1 en 1.2
- Quantitative Methods (Kwantitatieve Methoden 1.1, 1.2, 1.4 & 2.5)

Aanbevolen voorkennis
Students should have sufficient knowledge of basic concepts from Microeconomics, Mathematics and Statistics and the capability to apply these correctly. For VU students this involves the courses: - Microeconomics 1.1 en 1.2 - Quantitative Methods (Kwantitatieve Methoden)

Overige informatie
This course is especially recommended to students interested in a Master in Economics or a career at some market regulating authority.

Strategy and Environment

Vakcode	E_IBA2_SENV (61612030)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. E. Klijn
Docent(en)	prof. dr. T. Elfring, dr. E. Klijn, dr. D.P. Kroon
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	200

Doel vak
- Identify, recognize and describe the strategic behavior of organizations.
- Understand the basic theories of strategic management
- Apply different strategic tools for establishing an organization´s strategy
- Analyze strategic problems through systematic analysis

Inhoud vak
In this Strategy and Environment course we introduce some of the fundamental aspects of strategy. The course encapsulates theories and concepts, as well as practical examples, related to the content of strategy, the processes from which it originates and the context in which it is embedded. During the course the following topics, amongst others, will be discussed:

- Whether strategy formation occurs deliberately or emerges
- Whether business level strategies are driven by markets or firm resources
- Whether corporate level strategy is directed at synergy creation or adapted to the needs of a customer
- Whether organizations are able to balance competition and collaboration between competitors at the same time
- Whether the strategy of an organization is directed at entering the global market rather than the local market

Onderwijsvorm
Lectures and case discussion

Toetsvorm
Written exam (MC-questions and open questions)

Literatuur
- Bob de Wit and Ron Meyer (2010) "Strategy: Process, Content, Context: An International Perspective"
- Articles and cases will be placed on Blackboard

Aanbevolen voorkennis
During the case discussions, students will continue to acquire academic skills. In particular we will elaborate on developing a sound judgment. This course builds further on the knowledge that has been acquired during FAB 1.2 and OB 1.4. This means that you will apply specific techniques (e.g., argument mapping and the dialectical approach), which will learn you how to structure information, how to improve clarity of thinking and enhance the solidity of your argumentation.

Strategy as Practice

Vakcode	E_HP1_SP ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. B.V. Tjemkes
Lesmethode(n)	Hoorcollege

Technology and Innovation

Vakcode	E_BK3_TI (61312040)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. ir. J.J. Berends
Docent(en)	dr. ir. J.J. Berends, ir. F. Deken
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	300

Doel vak
After following this course, students should be able to understand, integrate and apply theoretical concepts in the field of the management of technology and innovation.

Vereiste voorkennis
- Students Business Administration: Strategy and Environment
- Students Science, Business and Innovation: one of the Innovation Projects

Translating Mathematical Theory into Practice: Timet R S

Vakcode	E_HP2_TMTIP (986133)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Transport and Network Economics

Vakcode	E_EBE3_TNE (60332110)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.G. Lijesen
Docent(en)	dr. M.G. Lijesen
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

This course offers an introduction to economic theories and methods that are useful for understanding transport and other network performance. The objective of the course is to provide a toolkit for adequately analyzing, from the economic perspective, transport issues and problems such as congestion, environmental effects, safety, private and public operation and coordination, monopoly power, public transport subsidies and quality, and spatial aspects of transport. Important parallels can often be drawn with the economic functioning of other types of network markets (telecommunication, the Internet, etc.). Where appropriate, these parallels will be emphasized and illustrated.

Inhoud vak

Transport problems require ongoing attention from firms, individuals and governments. Examples are limited parking space in cities, daily traffic jams, unreliability, bottlenecks in freight transport, space constraints for large nodes such as airports and harbours, concentration in aviation, and quality issues in public transport. It is no coincidence that transport problems are often so persistent and multi- faceted. An important economic explanation lies in the wide-spread existence of market failures in transport, including market power and external effects.

It is important to understand the economic functioning of transport markets when optimizing locational choices and logistic strategies for firms. It is also important when formulating policy recommendations in the field of transport policy itself, but also for spatial and economic policies. Even the macro- economic performance of a country like The Netherlands will to a certain extent depend on the functioning of transport markets, witness the worries over national grid- lock, and the importance that is attached to the functioning of 'mainports' like the Rotterdam Harbour and Schiphol Airport.

These and related topics will be discussed in this course. More specifically, we address:

- the demand for transport (passengers and freight)
- transport costs (time and money, economies of scale, congestion, the environment, traffic safety)
- transport infrastructure investments
- market failures in transport transport policy
- competition in transport markets

During the course, we will have three practice assignments. Students will hand in their exercises, which will make up 10 percent of the final grade.

Onderwijsvorm
lecture
The course will be taught in English if foreign students participate.

Toetsvorm
assignment
10 percent
written interim examination
90 percent

Literatuur
K. J. Button, Transport Economics 3rd edition, Edward Elgar, Cheltenham, 2010.

Aanbevolen voorkennis
This course may be of interest both to students in Economics and to students in Business Administration (specialization TDL: Transport, Distribution and Logistics). The course is related to a number of other third year's courses, including Urban Economics, Environmental Economics and Management and Real Estate Economics.

Transport, Distribution and Logistics

Vakcode	E_BK3_TDL (61322400)
Periode	Periode 2
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.J.H. Pels
Docent(en)	dr. A.J.H. Pels, dr. W. Ploos van Amstel
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak
The Netherlands has a long tradition as a distribution country. Famous companies in this field are e.g. DSV, TNT, Schiphol, KLM, ECT Rotterdam and NS. Many American and Japanese countries have their European Distribution Center (EDC) in the Netherlands. But the Netherlands has to be careful not to loose its competitive position in transport, distribution and logistics. Cargo owners and transport companies scientific knowledge in this field to safeguard their position. The course TDL focusses on important aspects in business administration that

are necesssary for the continuity of cargo owners, logistic service providers, transport nodes and transport companies.

Inhoud vak
In TDL current issues in the transport and logistics sectors are discussed. Students learn about developments in various components of the chain::
- Cargo owners such as IBM, Unilever, Blokker, etc.
- Mainports , such as Rotterdam / Amsterdam, Schiphol
- Transport companies like NS, KLM, road transport companies
- Logistic service providers such as DHL, TNT, DSV

As other sector introductory courses, TDL must be seen as an integration of the different aspects of business administration that were taught in earlier courses. In TDL we focus on specific developments or firms, and apply the insights from earlier courses.
For example, in the DL-part of this course, students write a theoretical paper on 'the state of the art' of a certain functional area (strategy, marketing, ICT, etc.), and apply this to the sector of service logistics. For the T-part, students write a theoretical paper on current policy developments (e.g. competition policy or environmental policy) influencing the operating conditions of logistic service providers or transport firms. Using theory, students must come to clear policy recommendations for a firm or (local) government.

Onderwijsvorm
Weekly lectures on the transport sector and logistics services. In addition to these lectures, students are required to write a paper on a current issue in the transport or logistics sector.

Toetsvorm
Written exam 70%; paper 30%

Literatuur
to be announced

Tutor IBA

Vakcode	E_IBA1_TUTOR ()
Periode	Periode 1+2
Credits	0.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. F.E. Driessen
Lesmethode(n)	Hoorcollege, Werkgroep

Tutorial Corporate Finance

Vakcode	E_EBE3_WCCF (60321019)
Periode	Periode 3+4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Coördinator	prof. dr. A.B. Dorsman
Docent(en)	drs. F.J.J. Boumans MBA, drs. F.J. Eijpe
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak
In this course students learn to analyze, summarize, present and discuss the academic literature on a topic in financial economics.

Inhoud vak
Individual papers are presented in class and discussed in groups of approximately 15 students. Students have the role of presenter, discussant and chairman of the session. The paper should answer a topical question in the area of finance, using the relevant academic literature. It is possible to do an empirical analysis.

Onderwijsvorm
The course consists of group sessions. There is a startup meeting in December, at which subjects are allocated and the deadlines are set. A draft version of the paper is discussed individually before the group session.

Toetsvorm
The grade is based on the quality of the paper (50%) and participation in class (50%), consisting of presentation, discussion and chairing a (part of a) session.

Overige informatie
For the bachelor thesis, students are expected to re-work their Werkcollege paper into an empirical study.

The course is an entry requirement for the Master of Finance.

Tutorial Marketing

Vakcode	E_EBE3_WCMKT (60311039)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E.F.J. Lancee
Docent(en)	drs. E.F.J. Lancee
Lesmethode(n)	Werkcollege, Hoorcollege
Niveau	300

Doel vak
To gain insight and skills regarding the interpretation of scientific research and writing an academic paper on a specific marketing topic.

Inhoud vak
Students have to read academic research so that discussion can arise with respect to the selected domain in general and weak and strong aspects of the research.

Students can register for four domains:

1: Online Marketing.
2: Consumer Behaviour.
3: Services Marketing.
4: Cross Cultural Marketing.

In addition, students write two academic papers on a specific topic within one of the above domains. This paper is a literature review. The tutorials will also focus on writing this academic paper.

Onderwijsvorm
Introduction lecture (all students) and weekly tutorials in groups of 30 students.

Toetsvorm
2 academic papers one grade.

Literatuur
Required readings per topic will be published on BLACKBOARD.

Vereiste voorkennis
None.

Aanbevolen voorkennis
None.

Overige informatie
Blackboard provides a study guide with additional information for students.

Urban Economics

Vakcode	E_EBE3_UEC (60322070)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P. Mulder
Docent(en)	prof. dr. J.N. van Ommeren, dr. P. Mulder
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak
Most economic activities such as production, consumption and innovation take place in urban areas, despite the relatively high location costs. Why is this the case, and how does this affect the economic behaviour of firms and households? This course in Urban Economics addresses these and related questions, and studies the relation between urban space and economics. How does the factor (urban) space affect the behaviour of firms and households? And reversely, which implications result from such behaviour for the spatial development of cities? Such insights are developed both through studying theoretical backgrounds and by considering practical examples of the issues at hand.

Inhoud vak
One of the central topics in this course is the location behaviour of firms. How can a firm increase its profits by choosing a more appropriate location? Why are so many firms interested in expensive locations at, for example, the Amsterdam South Axis? Why do for example computer and fashion shops often cluster in space, while bakers are typically dispersed over a city? Will the advent of e- commerce cause firms to leave crowded and expensive cities? For households, comparable questions arise. Why are certain social and ethnic groups oftentimes clustered in space, and is this desirable? How do location choices of firms and households interact?

The aggregate result of these choices, in terms of the development of land use in modern cities, will also be addressed, taking into account the role of land prices and transport costs. Topics of interest include the economic backgrounds and consequences of suburbanization, the rise of urban 'sub- centres', and the rise of so- called 'network cities', as witnessed world- wide (and in The Netherlands alike).

We will also look at interdependencies between cities, in terms of their economic dynamics and functional development. Why and how do cities specialize, why does nearly every country have a few big cities and many smaller towns and villages, and are such arrangements economically desirable?

Finally, some typically urban problems will be addressed from the economic viewpoint, such as segregation, poverty and criminality.

The course comprises 12 lectures of two hours each. Most of these are organized such that, apart from the teacher's explanation of the essential material, students will make small exercises so as to better comprehend the material. In addition, two thematic lectures are included, in which assignments will be discussed.

Onderwijsvorm
lecture

Toetsvorm
assignment
20 percent
written interim examination
80 percent

Literatuur
O'Sullivan, A., Urban Economics. 7th edition. Boston: Irwin McGraw-Hill, 2009.

Overige informatie
This course has links with several other courses in the third year, such as Transport and Network Economics, Environmental Economics and Management (Milieueconomie en management), and Real Estate Economics (Economie van het onroerend goed). Basic knowledge of microeconomics is a prerequisite. In case there are no foreign students, this course will be taught in Dutch.

Werkcollege Accounting: Financial Accounting

Vakcode	E_EBE3_WCAFA (60311019)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. J.F. Veldman
Docent(en)	drs. J.F. Veldman
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak
Verdiepen van inzicht in de bedrijfseconomi¬sche theorie - met name op het gebied van de externe verslaggeving - door toepassing van die theorie te oefenen met behulp van cases en het schrijven van een paper.

Inhoud vak
Financial Accounting houdt zich bezig met de problematiek van de financieel-economische berichtgeving aan externe belanghebbenden bij de organisatie.
De theorie welke aan bod is gekomen bij het vak Financial Accounting 3.1 wordt toegepast aan de hand van een aantal cases op het gebied van financiële analyse. Daarnaast dient een paper te worden geschreven op het terrein van financiële verslaggeving.

Toetsvorm
Cases en paper
Voor de beoordeling is niet alleen van belang de cijfers voor de uitgewerkte cases en het cijfer voor de paper, maar eveneens de parti¬cipatie in de discussie tijdens de colleges en de presentatie van de paper.

Literatuur
n.v.t.

Vereiste voorkennis
Financial Accounting 3.1

Werkcollege Accounting: Management Accounting

Vakcode	E_EBE3_WCAMA (60311017)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. G. Budding
Docent(en)	dr. G. Budding
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak
De belangrijkste doelstellingen van het werkcollege zijn:
- het verkrijgen en verdiepen van kennis en inzicht op het gebied van

Management Accounting
- het op wetenschappelijk verantwoorde wijze rapporteren over een bepaald onderwerp
- het bevorderen van de presentatie- en discussievaardigheden

Inhoud vak
Het vak bestaat uit twee onderdelen. In blok 3.3 wordt er aandacht besteed aan belangrijke en recente ontwikkelingen in het vakgebied Management Accounting. Tevens wordt er voorlichting gegeven over het op wetenschappelijk verantwoorde wijze rapporteren over een bepaald onderwerp en wordt hiermee geoefend. In blok 3.4 worden door studenten geschreven papers besproken.

Onderwijsvorm
Werkcollege

Toetsvorm
Paper + Presentatie + Participatie

Literatuur
Artikelen

Vereiste voorkennis
Gezien de doelstellingen van dit werkcollege is een vrij grondige kennis en inzicht nodig op het vakgebied Accounting. U wordt alleen tot het werkcollege Management Accounting toegelaten als u tenminste een 5 heeft behaald voor het vak MA 3.1. Ook moet u voor blok 3.3 van dit werkcollege een voldoende resultaat behalen om mee te mogen doen met blok 3.4.

Aanbevolen voorkennis
Management Accounting 3.1

Werkcollege Macro-economie

Vakcode	E_EBE3_WCMA (60311029)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. E.J. Bartelsman
Docent(en)	prof. dr. E.J. Bartelsman, B.A. Brugemann
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak
Het leren schrijven van een wetenschappelijke verhandeling, presenteren van de voornaamste bevindingen en discussiëren hierover.

Inhoud vak
Macro- economisch onderwerp naar keuze.

Onderwijsvorm
activerende werkvormen

Toetsvorm
werkstuk
en presentatie participatie.

Werkcollege Micro-economie

Vakcode	E_EBE3_WCMI (60321039)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.G. Bloemen
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak
De individuele student schrijft een wetenschappelijk georiënteerd paper over een micro- economisch onderwerp, waarover de student een probleemstelling formuleert. De student
- selecteert zelfstandig wetenschappelijke literatuur over het onderwerp
- geeft een samenhangende uiteenzetting van de relevante economische theorie
- selecteert en rapporteert empirische resultaten uit de empirische literatuur
- is in staat om de beleidsconsequenties van theorie en empirie op samenhangende wijze weer te geven
- levert een paper af dat voorgaande aspecten omvat
- presenteert de inhoud van het paper klassikaal
- leert relevante kritiek te leveren op de werkstukken van medestudenten en krijgt daartoe een rol als discussiant aangwezen.

Inhoud vak
Gedurende deze periode schrijft iedere student een paper op individuele basis. Een student kiest zelf een onderwerp uit op het gebied van de micro- economie. Binnen dat gebied, is een zeer uiteenlopend scala van onderwerpen mogelijk, waaronder onderwerpen op het gebied van arbeidseconomie (arbeidsaanbod, werkloosheidsduur, beloningsverschillen, etc.), strategieën van bedrijven (research & development, mededinging, etc.), gedrag van huishoudens, ontwikkelingseconomie, transporteconomie en ruimtelijke economie, de werking van markten, en gezondheidseconomie.
In een paper wordt aandacht besteed aan de theorie op het gebied van het onderwerp, de empirie, en de beleidsimplicaties. De papers worden uiteindelijk gepresenteerd binnen de groep deelnemers. Bij de klassikale presentaties krijgt iedere deelnemer ook een rol als discussiant, waarbij een paper van een medestudent besproken wordt.

Onderwijsvorm
werkcollege

Toetsvorm
paper en presentatie