



## Premaster Business Administration

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

The pre-master programme consists of 30 EC (5 courses of 6 EC each) and runs for half a year (February till July). The pre-master programme is only to be taken by students with a suitable HBO degree. It is a bridge programme that aims to prepare HBO students for studying at a university. Therefore, it mostly consists of courses that provide training in academic reading, reasoning, and writing, research methodologies and statistics. Within the Business Administration master, each of the six specialisations has its own pre-master programme. Upon successfully completing the pre-master programme you are entitled to enrol in the associated master programme.

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## PM Bus Adm - Entrepreneurship

Vakken:

Naam	Periode	Credits	Code
Academic Knowledge and Skills	Periode 4	6.0	E_PM_AKS
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
Designing Entrepreneurial Organizations	Periode 4	6.0	E_PM_DEO
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM

## PM Bus Adm - Financial Management

Vakken:

Naam	Periode	Credits	Code
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
Corporate Financial Management	Periode 4	6.0	E_BK3_CFM
Management Accounting	Periode 4	6.0	E_PM_MAAC
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Statistics	Periode 5	6.0	E_PM_STAT

## PM Bus Adm - Human Resource Man

Vakken:

Naam	Periode	Credits	Code
Academic Knowledge and Skills	Periode 4	6.0	E_PM_AKS
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM
Strategic Management and the Strategy Process	Periode 4	6.0	E_BK3_SMSP

## PM Bus Adm - Inf and Know Man

Vakken:

Naam	Periode	Credits	Code
Academic Knowledge and Skills	Periode 4	6.0	E_PM_AKS
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
E-Business 3.4	Periode 4	6.0	E_BK3_EBUSI
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM

## PM Bus Adm - Management Consulting

Vakken:

Naam	Periode	Credits	Code
Academic Knowledge and Skills	Periode 4	6.0	E_PM_AKS
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
Debates in Management and Consulting	Periode 4	6.0	E_PM_DMC
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM

## PM Bus Adm - Strategy and Organization

Vakken:

Naam	Periode	Credits	Code
Academic Knowledge and Skills	Periode 4	6.0	E_PM_AKS
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM
Strategy in Organizations	Periode 4	6.0	E_PM_SO

# PM Bus Adm - Transport, Supply Ch M

Vakken:

Naam	Periode	Credits	Code
<a href="#">Academic Paper</a>	Periode 4+5+6	6.0	E_PM_AP
<a href="#">Logistics and Information Systems</a>	Periode 5	6.0	E_BK2_LIS
<a href="#">Logistics and Operations Research</a>	Periode 4	6.0	E_BK1_LOR
<a href="#">Services Logistics</a>	Periode 4	6.0	E_BK3_SL
<a href="#">Statistics</a>	Periode 5	6.0	E_PM_STAT

## Academic Knowledge and Skills

<b>Vakcode</b>	E_PM_AKS ()
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Docent(en)</b>	drs. P.H. Ongenae, dr. K. van Bommel
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	300

### Doel vak

This course will provide students with the academic knowledge and skills that underpins scientific research in business and management contexts. Attention is paid to:

- Academic reasoning: thinking conceptually, asking critical questions, being able to see linkages and think from different perspectives.
- Academic reading: understanding, analyzing, and evaluating scientific literature – mainly academic journal articles.
- Academic research: formulating a definition of an (economic or business) problem and the purpose of the research, preparing and setting up the research, understanding the empirical cycle, to understand what a theory is.
- Writing skills: to be able to write in accordance with academic conventions.

### Toetsvorm

There are two types of assessment in this course. The knowledge acquired during the lectures and the designated chapters from the textbook by Turner et al. (see course readings) are assessed by means of an exam. Secondly, students will produce a literature review. During the work groups you will receive further guidance and feedback. There will be three work groups: one for Marketing, one for Strategy and Organisation, and a combined group for MC, ENT, IKM and HRM. More details about the review will be provided by the respective coordinators of the workgroups.

The final grade for Academic Knowledge and Skills is based on the exam result and the grade for the review. The student has to achieve of 5,5 for both parts in order to pass this course. In case of a failing grade on the exam, a re-sit will be granted at the end of the next period (period 5). In case of a failing grade on the work group result, it will not be possible to get credits from this course.

### Vereiste voorkennis

The course is part of the pre-Master programme of the Faculty of Economics and Business Administration. Participation is reserved for students of this pre-master programme and other students who have been granted permission by the programme director of the pre-master programme.

## Academic Paper

<b>Vakcode</b>	E_PM_AP ()
<b>Periode</b>	Periode 4+5+6
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M.W. van Gelderen
<b>Niveau</b>	300

### Doel vak

To gain experience in designing, executing, and reporting research

### Literatuur

The readings involved in producing the academic paper are master/specialisation specific, and mainly consist of journal articles to be gathered by the student. Individual supervisors may supply you with a key starting reference where needed.

## Corporate Financial Management

<b>Vakcode</b>	E_BK3_CFM (61342390)
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. A.B. Dorsman
<b>Docent(en)</b>	prof. dr. A.B. Dorsman
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	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.

## Debates in Management and Consulting

<b>Vakcode</b>	E_PM_DMC ()
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	300

### **Doel vak**

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

### **Inhoud vak**

The course focuses on exploring six different contemporary debates in organization theory that are related to consulting, such as consulting roles, new fields of consulting like csr, persistence and transience of management fashions, rigor vs. relevance, the client in consultancy research and organizational change. Particular attention will be given to identifying and assessing different positions in these debates.

### **Literatuur**

Articles will be announced

## Designing Entrepreneurial Organizations



<b>Vakcode</b>	E_PM_DEO ()
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	drs. E.A.H. Kleijn
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	300

### **Inhoud vak**

This course has specifically been developed for the new premaster program. It provides you with a broad perspective on the field of entrepreneurship and the design of entrepreneurial organizations. Topics such as different entrepreneurial logics, entrepreneurial behavior and the design of entrepreneurial ventures will be discussed.

### **Onderwijsvorm**

DEO consists of seven interactive reading circle meetings over a period of seven weeks.

Interactive reading circles meetings: Students prepare for the meetings by studying selected reading materials of the proposed readings and by preparing a number of individual and/or group based assignments. These assignments consist of e.g. the preparing, undertaking and analyzing of interviews with entrepreneurs. Slides and additional material provided and discussed during the reading circles, will be posted on blackboard.

### **Toetsvorm**

The assessment consists of an exam. The exam is made up of open questions. Trial exam questions will be provided.

## **E-Business 3.4**

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

## Logistics and Information Systems

<b>Vakcode</b>	E_BK2_LIS (61251020)
<b>Periode</b>	Periode 5
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. W.E.H. Dullaert
<b>Docent(en)</b>	drs. P.C. Wartenhorst, dr. G.C. van de Weerd, dr. P. De Giovanni, dr. ir. R.W.H. Bons, drs. J.C. Leeuwen, drs. J. Zittersteijn, K. Metzger, T.Y. Saputra MSc
<b>Lesmethode(n)</b>	Hoorcollege, Werkcollege
<b>Niveau</b>	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 Research. Amongst 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

<b>Vakcode</b>	E_BK1_LOR (61121010)
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. ir. K.S. de Smidt-Destombes
<b>Examinator</b>	dr. ir. K.S. de Smidt-Destombes
<b>Docent(en)</b>	dr. ir. K.S. de Smidt-Destombes
<b>Lesmethode(n)</b>	Hoorcollege, Practicum
<b>Niveau</b>	100

### Doel vak

Deze cursus geeft een inleiding in logistiek en operationele analyse. De leerdoelen zijn het verwerven van kennis en inzicht in logistiek en in kwantitatieve benaderingen voor beslissingsondersteuning in bedrijfsprocessen.

### Inhoud vak

In dit vak komen onder andere de volgende onderwerpen aan bod:

- Material management
- Fysieke distributie
- Lineaire programming
- Transport-, voorraad- en wachtrijmodellen
- Projectmanagement
- Beschikbaarheid, betrouwbaarheid en onderhoud

### Onderwijsvorm

9 hoorcolleges, 5 opgavencolleges, 4 topic exams, 14 vragenuren

De colleges bestaan uit hoorcolleges waarin de theorie wordt behandeld inclusief voorbeelden. Daarnaast zijn een aantal opgavencolleges waar de theorie aan de hand van relevante vraagstukken wordt uitgediept. Deze zijn direct een voorbereiding op topic exams en het tentamen. De topic exams zijn individuele opdrachten die tijdens vier bijeenkomsten moeten worden gemaakt. Extra oefenmaterialen zijn beschikbaar en worden via Blackboard aangeboden. Als laatste zijn er nog contacturen om alle overgebleven vragen te beantwoorden.

### Toetsvorm

Schriftelijk tentamen en 4 topic exams

Afhankelijk van resultaat topic exams: 100% tentamen of 80% tentamen en

20% topic exams

### Literatuur

Stevenson (2012), Operations Management, global edition, McGraw-Hill Reader en paper (ter beschikking gesteld via blackboard)

### Overige informatie

Topic exams zijn geen verplichting maar worden wel zeer sterk aangeraden ivm nodige tentamenvorbereiding

## Management Accounting

<b>Vakcode</b>	E_PM_MAAC ()
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	drs. H.G. van Hengel
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	300

### Doel vak

Broadly taken, this course has the following learning goals:

- Understanding the function of planning and decision making (techniques) for achieving control over organizational activities.
- Acquiring skills to apply methods and techniques for planning and decision making.
- Understanding the components of the Management Control System (MCS) and their effects on human and organizational behavior.

### Inhoud vak

The aim of this course is to provide the student a basic knowledge about the role of Management Accounting in the organization which is about the measurement and analysis of financial, as well as and nonfinancial information to help managers make decisions to fulfill organizational goals.

### Onderwijsvorm

Management Accounting consists of six lectures of three hours over a period of six weeks. The first two hours of every session will be a lecture, the third hour of every session will be an interactive session about exercises to be solved.

### Toetsvorm

The assessment for Management Accounting consists of an exam (open questions).

### Literatuur

Horngren, C.T.; S.M. Datar; M.V. Rajan (2012); Cost Accounting, A Managerial Emphasis; Pearson Education Limited; 14th edition.

## Qualitative Research Methods

<b>Vakcode</b>	E_PM_QUALRM ()
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<b>Periode</b>	Periode 5
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	300

### Doel vak

- Qualitative research strategies and research cycles (case study; grounded theory; ethnography; focus group) are discussed and after successful completion of this course, participants should know when to use which strategy.
- Qualitative methods of data collection (incl. interviews) and analysis (incl. coding) are discussed, and after successful completion of this course, participants have gained hands-on experience with each of these.

In this course students will develop their ability to:

- Explain the most important qualitative research strategies
- Design a qualitative pilot study in an organizational or business setting.
- Collect qualitative data, especially through interviews, and analyze these data in a structured way.
- Write an academic report on a qualitative study.

### Inhoud vak

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

### Onderwijsvorm

Lectures and tutorials.

The lectures provide an introduction to the use of qualitative 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.

Group assignment.

### Literatuur

P. Eriksson & A. Kovalainen (2008). Qualitative methods in business research. London: Sage.

And material provided on Blackboard.

## Quantitative Research Methods

<b>Vakcode</b>	E_PM_QUANRM ()
<b>Periode</b>	Periode 5
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.

<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	300

### Doel vak

- Quantitative research strategies and research methods (survey; true experiment, quasi-experiment) are discussed and after successful completion of this course, students should know when to use which strategy.
- Quantitative methods of data collection (survey) and analysis are discussed, and after successful completion of this course, students have gained hands-on experience with each of these.

In this course, students will develop their ability to:

- Explain the most important quantitative research strategies
- Design a quantitative pilot study in an organizational or business setting.
- Collect quantitative data, especially through surveys, and analyze these data in a structured way.
- Write an academic report on a quantitative study.

### Inhoud vak

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

### Onderwijsvorm

Lectures and tutorials.

The lectures provide an introduction to the use of 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 exam.

Group assignment.

### Literatuur

Blumberg, Cooper, and Schindler (2011). Business Research Methods.

McGraw-Hill Education.

Materials provided on Blackboard.

## Services Logistics

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

## Statistics

<b>Vakcode</b>	E_PM_STAT ()
<b>Periode</b>	Periode 5
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. R. Heijungs
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	300

### Inhoud vak

In the course 'Statistics' the basic skills in statistical thinking and working will be treated. Such skills are essentials to solving problems related to, for instance, marketing (discovering patterns in consumer profiles), and finance (analyzing trends in time series).

### Onderwijsvorm

The course consists of 18 sessions over a period of six weeks. Each session takes 2 hours, and will be a mix of lectures with the purpose of exposing the subject matter, and instruction sessions with the purpose of practicing by doing exercises.

### Toetsvorm

The assessment consists of an exam. The exam is made up of multiple choice questions and open questions.



## Strategic Management and the Strategy Process

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

<b>Vakcode</b>	E_PM_SO ()
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Nederlands
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	300

### Doel vak

During SiO you are expected to learn about strategy in organizations and after this course you:

- a) are familiar with what strategy is, why it is important and how strategic thinking works in organizations;
- b) understand different schools of thought and basic theories of strategic management;
- c) have learned about business level and corporate level strategy;
- d) know about strategic change and international strategy;
- e) are able to read scientific articles in the field of strategy in organizations and to make links between practical examples and scientific literature.

### **Inhoud vak**

The course 'Strategy in Organizations' (SiO) has specifically been developed for the new premaster program. In this course you will be provided with a broad perspective of the field as it will introduce you to the fundamental aspects of strategy and strategic management in organizations. Topics such as strategic decision processes, business level strategy, corporate level strategy, strategic change and international strategy will be discussed.

### **Onderwijsvorm**

SiO consists of six lectures and six consultation sessions over a period of six weeks.

#### **Lectures**

Each week another lecturer will talk to you about an important theme of strategy in organizations, giving the course an exciting and varied setup. The content of each lecture connects to specific sections of the book that is used in the course and some additional scientific articles.

#### **Consultation sessions**

Linked to the lecture of that week there will be a so called consultation session during which you may ask questions about the content of the course. The lecturer and coordinator of the course will be available to provide you with answers and as such help you to master the literature.

### **Toetsvorm**

The assessment for SiO consists of an exam. The exam is made up of multiple choice questions, possibly with some additional open questions.