

# Course Guide



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- MI-IBSB2BE-19
- 2020/2021
- Term A and B; C and D
- Full-time
- part of International Business Skills minor
- 10 ECTS credits
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- Authors course guide: flip de groot; martijn gregoire

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# 1 Course Description

In the Minor IBS students develop a new concept for a Royal Ahrend which line has to be commercialized by team in their designated countries.

The Course “ International Branding and Sales in a B to B environment” has been developed to support them in both aspects with an emphasis on the commercialization. In this course the students will be trained in aspects of fulfilling needs and wants in a (world) market with a proper offer and how to communicate this offer in B to B environment, generate sales leads and finally - after bringing forward successfully what the offer can do for the individual needs and wants of a customer (what is in it for them) - how to sell the product.

Of course, all commercial activities will be brought together in a structured plan, which is supported by the Casework course.

## 2 Course Goals and Learning Objectives

### Course objectives

IB:

- The student knows the fundamentals of the MC and Sales theory by heart (see courses
- The student is capable of connecting “marketing” with marketing communication and sales.
- The student is capable to contribute to the development of a new concept by applying Design Thinking and Concepting with a solid Business Model
- The student knows to apply the theory of International Marketing Communication, Sales and HRM in practice.
- The student is able to define aims for MC campaigns
- The student is able to apply Market segmentation in B-to-B MC programs
- The student is able to make an analysis of the positioning of competing brands.
- The student is capable to develop a campaign including a creative concept, integrated media plan and realistic budget

Sales:

- The student is capable to pitch the value proposition of the new developed concept to individual customers taking in account the peculiarities of that customer
- The student is capable to be effective in a Sales meeting by discovering what the new concept may bring to an individual customer iow. “what is in it for THIS customer” .
- Being effective means that the student is capable to transfer the learnings of the pitch within the following Sales- meeting
- The student knows the different interests (“stakes”) of the partners within a DMU and knows how to deal with them in a way that improves the opportunity for Business success.

### **3 Place in the Curriculum and Related Courses**

The course International Branding and Sales in a B to B environment is offered as a part of the International Business Skills Minor to visiting students (home – “KOM” students” and abroad) and to third and fourth-year students of Utrecht University of Applied Sciences.

Related courses: Casework (the platform to show your capacities) and Social Business Skills (improving the personal leadership and team performance)

## 4 Study Burden

|   |            |
|---|------------|
| twelve (supervised) two-hour lessons/ feed-back session | : 24 hours |
| practice (individual)                                   | : 40 hours |
| group work  | : 40 hours |
| Individual assignments                                  | : 36 hours |
| total   | 140 hours  |

## **5 Pre-requisites**

Same as for the whole Minor

## 6 Exemption Possibilities

None



# 7 Competencies

## Profession-related competencies: general description

| <i>I International Business Competencies</i> |   |
|--|---|
| 1. Intercultural Adaptability                | The ability to explain the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. The student can identify the relevant dimensions of cultures and has developed self-awareness of his own cultural background. He is able to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks. |

## Generic Competencies: general description

| <i>Interpersonal competencies</i>    |  |
|--------------------------------------|--|
| 1. Co-operation                      | The ability to actively contribute to a group product or result.   |
| 2. Research                          | Finding insights to solve an existential problem in shared company aims and company vision. Defining the dimensions of the problem and finding the right methodology to solve the problem before implementation  |
| 3. Design Thinking/<br>Concepting    | Be capable to come from data to a new concept in the form of new product line for Gispen   |
| 4. Communication (oral and written). | The ability to express himself fluently and correctly in English, both in speech and writing.  |
| <i>Intra-personal competencies</i>   |  |
| 5. Learning and self-development     | The ability to know his strengths and weaknesses and to indicate how and when he intends to improve his weaknesses; he knows the limits of his competencies and can critically evaluate and account for his own actions; he can take criticism and put it to good use. Takes initiative and works independently. |

## Level specification: Professional Competencies

### *Intercultural adaptability*

| International Business and Management Studies |  |   |
|---|--|---|
| International Business Competencies           | <b><i>Intercultural adaptability</i></b> | The ability to explain the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. The student can identify the relevant dimensions of cultures and has developed self-awareness of his own cultural background. He is able to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks. |

## 8 Didactic Forms

Session : lecture/workshop/ training

Self-study

Feed-back sessions

Research

## 9 Student Activities

See Canvas site: <https://canvas.hu.nl/courses/15565>

On the site you will see the three courses. Click on International Branding and Sales and you will see a tile for each week with everything that has been planned within this week.

## 10 Assessment

| Type of Assessment                 | Weighting   | Min. Mark |
|------------------------------------|-------------|-----------|
| Assessment portfolio IB            | 50%         | 5.5       |
| Assessment portfolio Sales         | 50%         | 5.5       |
| (registered in Osiris as one final | mark (100%) |           |

### Fraud/ plagiarism

- Cases of fraud (e.g. plagiarism) are treated with the utmost seriousness. Lecturers and examiners refer all cases to the Exam Board.

### Pass / fail

- Students with marks lower than 5.5 will fail. Students that infringe upon copyrights or copy and paste the work of other authors without reference are disqualified.
- The team working paper will be graded. Individual marks will be given in accordance with team contributions, self-assessment and class attendance.

### Re-sit

- In accordance with art 24 part 3 of the UBS 'Education and Examination Rules and Regulations' **two test moments will be offered**. The first moment is at the end of the block and the second moment immediately afterwards. Dates will be announced at the end of the block.
- A student is entitled to only one re-sit for an exam, in this case a team working paper. Resit teams will be formed by the lecturer of this module.
- In case **the team working paper is delivered after the indicated due date** the team will automatically receive a 'failed' (f) mark. There will be no re-sit in such cases. If it concerns the late delivery for a re-sit you will be given a 3 (three).
- After the grading of the team working papers a particular day for **exam inspection** will be set and announced. During the exam inspection team working papers will be distributed and the deadline for the re-sit made public. Students need to register with the lecturer for a re-sit. In case of failure to do so no other re-sit will be offered. There will be no exam inspection following the re-sit, unless a particular team voices such a request.
- In case of **litigation** students and teams are themselves responsible for proving delivery dates, and for reproducing the team working paper as marked by the lecturer.
- All **administrative matters** will be handled through the school administration.

**Name of the course: MI- IBSB2B-19**

## 11 **Course materials**

IB: Reader Agility and Business to Business  
Marketing© Author mr.drs. F.K. de Groot  
On-line lectures Flip de Groot and materials on  
the Course site

Sales:

## **12 Course Evaluation**

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.