

Course Guide



**HOGESCHOOL
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- MC-SOCBUSSK-12, Part 2
 - 2018/2019
 - Term B
 - Full-time
 - part of International Business Skills minor
 - Term A and B parts: 5 EC
-
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Contents

1	Course Description	3
2	Course Goals and Learning Objectives	4
3	Place in the Curriculum and Related Courses	5
4	Study Burden	6
5	Pre-requisites	7
6	Exemption Possibilities	8
7	Competencies	9
8	Didactic Forms	11
9	Assessment	12
10	Course Material and Literature	13
11	Course Evaluation	14

1 Course Description

Operating in a global market place requires social and cultural flexibility in order to communicate in an optimal manner. One of the aims of this course is to prepare the student for socializing in an international business environment and networking with business relations and prospects. In the international business world knowledge about “wine and etiquette” is considered to be a useful tool for establishing a favourable business atmosphere and maintaining and improving relationships. At the same time, networking is also a skill highly valued in today’s business environment.

The current Social Business Skills 2 course is designed to help students understand and feel comfortable with the concepts of wine, etiquette and networking, and to help them make the initial steps, and thus, to give them a head start, in the world of business. In order to achieve this, students are expected to write a Personal Development Plan at the start of this course. After all, “Many people fail in life, not for lack of ability or brains or even courage, but simply because they have never organised their energies around a goal.” (Elbert Hubbard)

The above is not to say that being skilful in the fields of wine, etiquette and networking will help one be successful in all situations and all practices in the business world. However, if used properly and with the right people, it can be an effective tool for any businessperson and give them a competitive edge, no matter what their position in the workplace.

2 Course Goals and Learning Objectives

Course objectives

- The student has good communicative and social skills and is capable of making contact both in a national and international setting.
- The student is able to build and maintain relationships.
- The student is able to establish a national and international network.
- The student is able to take initiatives.
- The student understands the objectives and applications of Public Relations.
- The student is able to see eating and drinking as an instrument for networking.
- The student has gained an insight into the relationship between wine & etiquette and business.

Specific learning objectives:

The student

- is familiar with all sorts/types of wine
- knows the process of wine making
- knows the most important wine regions in the world and their specialities in the field of wine
- can distinguish (by tasting) the several types of wine
- can determine the taste factors of wine and meal
- knows the rules concerning the wine/meal combinations

3 Place in the Curriculum and Related Courses

The course of *Social Business Skills 2* is offered as a part of the International Business Skills Minor to third and fourth-year students of Utrecht University of Applied Sciences.

Related courses:

Social Business Skills 1: Golf for(e) Business

World of Diversity 2: The Social-Psychological Dynamics of Effective Behaviour

HRM

Organisational Behaviour

4 Study Burden

six two-hour sessions (lectures/workshops)	: 12 hours
homework	: 14 hours
portfolio assignments (incorporated in WOD2/HRM2)	: 36 hours
exam preparation	: 7 hours
written exam	: <u>1 hour</u>
total	70 hours

5 Pre-requisites

Being interested in wine; network orientation



Mixing wine with business at Rotaract Club of Birmingham

6 Exemption Possibilities

There are no possibilities of exemption for assignments and/or the written exam.

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 and etiquette 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. Communication (oral and written).	The ability to express himself fluently and correctly in English, both in speech and writing.
<i>Intra-personal competencies</i>	
3. 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	<i>Intercultural adaptability</i>	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.

	Task and Context	<p>The graduate should be aware of cultural differences, be able to identify relevant dimensions of culture, to develop a self-awareness of his own cultural background and be able to adapt his behaviour to a variety of situations.</p> <p>The graduate will often work abroad or he will work with people from another cultural background. His tasks, whether those will be in general management or in key functional areas like marketing and finance, require a high degree of awareness of cultural differences and an ability to adapt his behaviour to the standards of another culture.</p> <p>His role will often be that of an ambassador for his company. He can maintain an international network essential to his tasks and to the company he works for.</p>
Level	<i>Level 1</i>	<p>The graduate is aware of cultural differences, can indicate if different behaviour could be based on difference in cultural background, shows interest in the cultural background of others and is aware of basic elements of his own cultural background</p> <p>He is aware of the role of an international network for himself and for the company.</p>
	<i>Level 2</i>	<p>The student can identify dimensions of culture (communication, time perspective, power, individualism etc) within context. He has self-awareness of his own norms, values and behaviour and shows tact and understanding for others. He adapts his behaviour to the standards of the prevailing culture.</p> <p>He can indicate the importance of the viable international relations of a company within the total value chain.</p>
	<i>Level 3</i>	<p>The student can recognise and appreciate cultural differences in behaviour and values. He has developed an open attitude and is motivated to work abroad. He can make effective use of empathy, or 'frame of reference shifting', to understand and be understood across cultural boundaries.</p> <p>He can maintain an international network essential to his tasks and to the company.</p>

8 Didactic Forms

Lectures and workshops
Practice (homework)
Self-study
Research



The wine class, 2014/2015 edition



The wine class, 2015/2016 edition

9 Assessment

Type of Assessment	Weighting	Min. Mark
Written exam	100%	5.5

There is (only) one resit for the written exam.

Attendance during all sessions is compulsory. In the case of failure to attend all sessions, the student will have to turn to the course coordinator.

The final mark of this course is not established until the following requirement has been met:

- you have paid the fee for the wine sessions.

The written exam

The written (one-hour) exam covers the theory discussed during the wine sessions, and the literature referred to in class. The written exam may contain MC questions and/or open questions.

Sample MC questions written exam

Sample question 1:

Tick (✓) or circle the correct answer.

01. The following countries have a classification system that is similar to the French AOC:
- Italy, Germany, Portugal
 - Austria, Italy, Spain
 - Italy, Spain, Portugal

Sample question 2:

02. What belongs to what? Make the correct combinations:

- | | |
|--------------|------------------|
| 1. Morgon | a. sangiovese |
| 2. Chianti | b. palomino fino |
| 3. Barolo | c. gamay |
| 4. Sherry | d. syrah |
| 5. Hermitage | e. Nebbiolo |

Answer: 1..... 2..... 3..... 4..... 5.....

10 Course Material and Literature

Title:	not applicable				
Author(s):					
ISBN:		Edition:		Publisher:	

11 Course Evaluation

The student evaluation of this course takes place at the end of term B by means of a standardized evaluation form.