Produce & Consume Responsibly, year 2 (Semester 3)

What is the semester about (profile/short description)

Businesses want to make as much profit as they can and do not care about the environment and the people that work for them. How can you make profit and run your business in a responsible way? Let alone if you must collaborate with organisations like Greenpeace? Isn't that a waste of time and how can NGOs and businesses ever work together?

In Semester 3 you will work on three parallel streams to find answers to the questions above.

- **Responsible Value Chain**

You will work on increasing sustainability in global value chains through project based learning. Integrating subjects like supply chains, finance, macro-economic developments and innovation.

- **Strategic Collaboration**

You will learn about multi stakeholder collaboration by applying business research methodologies and implementing the lessons learned in a collaboration project. Integrating subjects like research skills, intercultural collaboration and innovation

- **Language classes**

Wherever in the world you hope your career takes you, there are enormous advantages in combining knowledge of modern business with the expressive power of a foreign language.

Per Course

Course Name	Value Chain Analysis
Course Code	MIBU-3VCAN
Number of EC's	5
What is the course about?	The first part of the value chain stream consists of the Value Chain Analysis. Responsible production and consumption is one of the Sustainable Development Goals to which 193 governments have committed themselves. Businesses are expected to contribute to this goal significantly. Not only for the purpose of doing good for society but also as it is increasingly considered as being a profitable and future proof way of doing business. In this module you will be introduced to the concepts and tools needed for this future proof way of doing business. Together with your fellow team members, you will analyse the global value chain of a cotton t-shirt/ pair of jeans. You will identify the environmental and social problems in the different parts of this value chain.
What will students learn?	Student perspective: In this module I was introduced to the concepts and tools related to this future proof way of doing business. Together with other students, I analyzed the global value chain of a product and identified the environmental and social problems in the different parts of this value chain. By doing so I learned how complex global value chains are and how extensive the impact of the value chain of a product is.
What does the course really look like? What activities do students engage in?	Conference talks: Presentation of case studies and Guest speakers Tutorials: discussion and exercises Worklab: working on your project
Defined Learning outcomes	Formulate one's own position concerning ethical and social responsibility in a professional environment. Draft the strategic cycle of part(s) of the organization (process and content).

	Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based feasible solution.
Students' deliveries and ways of assessment	Group report and individual defense
Literature	Foundations of Sustainable Business: Theory, Function, and Strategy Authors: Sanders R Nada, Wood John D Publishers: Wiley ISBN/EAN9781118961216 Edition 1 (2014), Ebook Doing a successful research project. Authors: Martin Brett Davies & Nathan Hughes Publishers: Palgrave Macmillan Ltd ISBN 9781137306425 Edition 2 (2014) and video's / articles.
Any other relevant remark	

Per Course

Course Name	Risk Analysis
Course Code	MIBU-3RIAN
Number of EC's	5
What is the course about?	The second part of the value chain stream consists of Risk Analysis. In this module you built on the results of your project in Value Chain Analysis. Past and recent financial, economic and environmental crisis (Climate change), reputation damage caused by businesses reveals that traditional risk assessments do not filters major risks within their operations. Presently, internal and external controls of business operations with their value chains seems to be weak, often lacks transparency and unable to prevent above mention crises. To address these challenges, there is urgent need for businesses to rethink how to adapt new ways of managing, assess business and financial risks management at all levels. The module gives a broad overview of key risk-related topics such as Macroeconomics impact on businesses, understanding fundamentals of Enterprise Risk, Operational, Regulatory, Reputational, and financial risks. It also addresses new emerged sustainability risk factors, and understanding of Sustainability Reporting.
What will students learn?	Student perspective: I understand now how both traditional and emerging sustainability risks affect businesses operations, especially the value chains. I have analyzed strategic, regulatory, reputation, operations, social, environment, and governance risks. Using various data, I gained the skills to execute financial performance review using various data and assess non-financial indicators. After following this module, I feel equipped to make better informed decisions on a broader array of risks including environmental and social as well as economic, operational and strategic concerns.
What does the course really look like? What activities do students engage in?	Conference talks: Presentation of case studies and Guest speakers Tutorials: discussion and exercises Worklab: working on your project
Defined Learning outcomes	Analyse patterns in global macro-economic factors and policies that drive international trade and business development. Produce management information from various data sources in an international business environment. Evaluate financial performance of the organisation from different stakeholders' perspectives. Evaluate operations processes within and between organisations.
Students' deliveries and ways of assessment	Group report and individual defense

Literature	Foundations of Sustainable Business: Theory, Function, and Strategy Authors: Sanders R Nada, Wood John D Publishers: Wiley ISBN/EAN9781118961216 Edition 1 (2014), Ebook Doing a successful research project. Authors: Martin Brett Davies & Nathan Hughes Publishers: Palgrave Macmillan Ltd ISBN 9781137306425 Edition 2 (2014) and video's/ articles.
Any other relevant remark	

Per Course

Course Name	Building Responsible Value Chains
Course Code	MIBU-3BRVC
Number of EC's	5
What is the course about?	The final part of the value chain stream consists of Building Responsible Value Chains. Responsible production and consumption is one of the Sustainable Development Goals to which 193 governments have committed themselves. Businesses are expected to contribute to this goal significantly. Not only for the purpose of doing good for society but also as it is increasingly considered as being a profitable and future proof way of doing business. Building on the results of the VCAN and RIAN module, in this module you will be challenged to develop feasible and innovative solutions for the biggest sustainability risks faced by your company. These solutions need not only to address the stakes of the company, but also those of their most important stakeholders. You will present your solutions in a consultancy report.
What will students learn?	Student perspective: In the second part of the semester I came to understand that problems can be turned into solutions. We developed solutions for the ethical and sustainability problems identified as posing most risk to the business in the other modules of this module. I this way I gained first-hand knowledge and experience to design more responsible value chains in a future business environment myself. The challenge was to develop feasible solutions not only for the business but also for their most important stakeholders. For this purpose we gathered data using various research methods and analysed these data to assess the impact of our potential solutions for the different stakeholders. By having to present the results and recommendations in a consultancy report I gained knowledge and experience in producing professional products.
What does the course really look like? What activities do students engage in?	Conference talks: Presentation of case studies and Guest speakers Tutorials: discussion and exercises Worklab: working on your project
Defined Learning outcomes	- Create innovative ideas in a changing business environment in a systematic fashion - Assess the impact of change on the organisation - Evaluate financial performance of the organisation from different stakeholders' perspectives - Formulate one's own position concerning ethical and social responsibility in a professional environment.
Students' deliveries and ways of assessment	Group report and individual defense
Literature	Foundations of Sustainable Business: Theory, Function, and Strategy Authors: Sanders R Nada, Wood John D Publishers: Wiley ISBN/EAN9781118961216 Edition 1 (2014), Ebook Doing a successful research project. Authors: Martin Brett Davies & Nathan Hughes Publishers: Palgrave Macmillan Ltd ISBN 9781137306425 Edition 2 (2014) and video's / articles.
Any other relevant remark	

Per Course

Course Name	Understanding Collaboration
Course Code	MIBU-3UNCOL
Number of EC's	5
What is the course about?	Did you know that, on average, corporations are active in twenty cross-sector partnerships with non-governmental or public organizations? "Partnerships, defined as intersectional collaboration between parties with a sustainability goal, are the most institutionalized form of dialogue and interaction with stakeholders." (Van Tulder, Van Tilburg, Francken & Da Rosa, 2014) In this module, students explore multi-stakeholder collaboration as a true 21st century skill. Not only between professionals, but also between organizations. For instance in mergers and acquisitions, but primarily in cross-sector partnerships and so-called mash-ups. Understanding what works and doesn't work in such partnerships is crucial for the success of the collaboration.
What will students learn?	Student perspective: In this module we used existing data sets to do quantitative research about the collaboration and performance of multi-stakeholder partnerships. By developing a research proposal, executing and analyzing the research and developing recommendations for the collaboration process, I was able to identify the crucial factors for the performance of partnerships between organizations and develop recommendations for businesses that consider embarking on a partnership journey.
What does the course really look like? What activities do students engage in?	Conference talks: Presentation of case studies and Guest speakers Tutorials: discussion and exercises Worklab: working on your project
Defined Learning outcomes	• Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion. • Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals. • Assess the effect of cultural differences on organisational behaviour and strategic choices. • Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based feasible solution.
Students' deliveries and ways of assessment	Group report and individual defense
Literature	Doing a successful research project. Authors: Martin Brett Davies & Nathan Hughes Publishers: Palgrave Macmillan Ltd ISBN 9781137306425 Edition 2 (2014) and video's / articles
Any other relevant remark	

Per Course

Course Name	Strategic Collaboration
Course Code	MIBU-3MACOL
Number of EC's	5
What is the course about?	In this track, students built on the knowledge about the do's and don'ts of multi-stakeholder partnerships that they gained during the module 'Understanding collaboration.' Together with other students, they participated in a simulated multi-stakeholder partnership related to the (parallel) module on responsible value chains.

What will students learn?	Student perspective: Together with other students I participated in a simulated multi-stakeholder partnership related to the (parallel) module on responsible value chains. I represented a company looking for a partnership and identified my organization's goals, searched and selected a partner, negotiated the partnership's mission, resources, planning etc. After that I developed a contract and budget for the partnership, which helped me to understand more about the legal and financial context of collaboration. By keeping a 'logbook' my group could document all the choices and steps made in the process.
What does the course really look like? What activities do students engage in?	Conference talks: Presentation of case studies and Guest speakers Tutorials: discussion and exercises Worklab: working on your project
Defined Learning outcomes	- Create innovative ideas in a changing business environment in a systematic fashion. - Collaborate effectively with different kinds of stakeholders in different cultural, organisational and political landscapes to contribute to achieving agreed goals. - Mitigate the pitfalls of cultural differences in business and social contexts. - Assess the effect of cultural differences on organisational behaviour and strategic choices. - Incorporate developments of the digital landscape in a marketing strategy.
Students' deliveries and ways of assessment	Group report and individual defense
Literature	Doing a successful research project. Authors: Martin Brett Davies & Nathan Hughes Publishers: Palgrave Macmillan Ltd ISBN 9781137306425 Edition 2 (2014) and video's / articles.
Any other relevant remark	

Per Course

Course Name	Business Dutch-Beginners
Course Code	MIBU-3BUDU
Number of EC's	5
What is the course about?	Business Dutch (for Beginners) is a training course for basic Dutch. We will focus on communication for everyday purposes in class and students will be encouraged to use what they have learned in real life with fellow Dutch students and native speakers outside the HU. In this way the training course will help students get acquainted with the Dutch by using it in practice.
What will students learn?	This Dutch module is highly practical and offers you basic knowledge of Dutch (grammar, vocabulary, small conversations). All skills (reading, writing, speaking and listening) will be practiced on a basic level for day-to-day situations and simple business situations. The module starts at level 0.
What does the course really look like? What activities do students engage in?	Tutorials
Defined Learning outcomes	Level A1: Spoken interaction, Speaking, Listening, Reflection, Vocabulary, Writing, Grammar.
Students' deliveries and ways of assessment	Written test

Literature	Text book + work book
Any other relevant remark	