

# THE EEG - PART 3

## MASTER OF BUSINESS ADMINISTRATION - PROGRAMME CURRICULUM



31 August 2023

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### **Note:**

The MBA programme in Amsterdam shares the same core modules as in Apeldoorn. International Management is offered at both locations and the pathways in Entrepreneurship & Innovation and Finance are typical to the dynamic environment in Amsterdam!

<b>Master of Business Administration (MBA) in International Management</b>				
<b>Year 1, Semester 1</b>				
<b>Block</b> (Part-time Semester)	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>ECs</b>	<b>Module Code</b>
Sep / Feb <sup>(1)</sup> *	Management Accounting & Finance	36	5	FIN41
Sep / Feb <sup>(2)</sup> *	Marketing Management	36	5	MA41
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO41
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO42
Dec / May <sup>(1)</sup>	International Management	36	5	SM44
Dec / May <sup>(2)</sup>	Information Management	36	5	IM41
<b>Year 1, Semester 2</b>				
Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA41
Feb / Sep <sup>(1)</sup>	Globalisation, Society & Culture	36	5	MO44
Apr / Oct <sup>(2)</sup>	International Corporate Sustainability	36	5	SM42
Apr / Oct <sup>(1)</sup>	Business Statistics	36	5	GA42
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM41
May / Dec <sup>(2)</sup>	International Consultancy	36	5	MO45
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41
<b>Total Year 1</b>			<b>65 Credits</b>	
<b>Year 2 (1 Semester / Term)</b>				
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
<b>Total Year 2</b>			<b>25 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>1</sup>(1) is Semester 1 for part-time students

<sup>2</sup>(2) is Semester 2 for part-time students

<b>Master of Business Administration (MBA) in Hospitality Management</b>				
<b>Year 1, Semester 1</b>				
<b>Block</b> <small>(Part-time Semester)</small>	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>ECs</b>	<b>Module Code</b>
Sep / Feb <sup>(1)</sup> <sup>3</sup>	Management Accounting & Finance	36	5	FIN41
Sep / Feb <sup>(2)</sup> <sup>4</sup>	Marketing Management	36	5	MA41
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO41
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO42
Dec / May <sup>(1)</sup>	International Management	36	5	SM44
Dec / May <sup>(2)</sup>	Information Management	36	5	IM41
<b>Year 1, Semester 2</b>				
Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA41
Feb / Sep <sup>(1)</sup>	Critical Perspectives in Hospitality Management	36	5	HM41
Apr / Oct <sup>(2)</sup>	Business Statistics	36	5	GA42
Apr / Oct <sup>(1)</sup>	Hospitality Operational Excellence	36	5	HM40
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM41
May / Dec <sup>(2)</sup>	International Hospitality Development	36	5	HM42
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41
<b>Total Year 1</b>			<b>65 Credits</b>	
<b>Year 2 (1 Semester / Term)</b>				
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
<b>Total Year 2</b>			<b>25 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>3</sup>(1) is Semester 1 for part-time students

<sup>4</sup>(2) is Semester 2 for part-time students

<b>Master of Business Administration (MBA) in Education</b>				
<b>Year 1, Semester 1</b>				
<b>Block</b> <small>(Part-time Semester)</small>	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>ECs</b>	<b>Module Code</b>
Sep / Feb <sup>(1)</sup> <sup>5</sup>	Management Accounting & Finance	36	5	FIN <sub>41</sub>
Sep / Feb <sup>(2)</sup> <sup>6</sup>	Marketing Management	36	5	MA <sub>41</sub>
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA <sub>41</sub>
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO <sub>41</sub>
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO <sub>42</sub>
Dec / May <sup>(1)</sup>	International Management	36	5	SM <sub>44</sub>
Dec / May <sup>(2)</sup>	Information Management	36	5	IM <sub>41</sub>
<b>Year 1, Semester 2</b>				
Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA <sub>41</sub>
Feb / Sep <sup>(1)</sup>	Critical Perspectives in Education	36	5	ED <sub>41</sub>
Apr / Oct <sup>(1)</sup>	Leadership and Management in Education	36	5	ED <sub>42</sub>
Apr / Oct <sup>(2)</sup>	Business Statistics	36	5	GA <sub>42</sub>
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM <sub>41</sub>
May / Dec <sup>(2)</sup>	Change Management: New teaching & Learning Approach	36	5	ED <sub>44</sub>
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW <sub>41</sub>
<b>Total Year 1</b>			<b>65 Credits</b>	
<b>Year 2 (1 Semester / Term)</b>				
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA <sub>43</sub>
<b>Total Year 2</b>			<b>25 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>5</sup>(1) is Semester 1 for part-time students

<sup>6</sup>(2) is Semester 2 for part-time students

## Master of Business Administration (MBA) in Sports Business Management

### Year 1, Semester 1

Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb <sup>(1)</sup> <sup>7</sup>	Management Accounting & Finance	36	5	FIN41
Sep / Feb <sup>(2)</sup> <sup>8</sup>	Marketing Management	36	5	MA41
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO41
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO42
Dec / May <sup>(1)</sup>	International Management	36	5	SM44
Dec / May <sup>(2)</sup>	Information Management	36	5	IM41

### Year 1, Semester 2

Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA41
Feb / Sep <sup>(1)</sup>	Sports in the Global Marketplace	36	5	SP41
Apr / Oct <sup>(2)</sup>	Ethics & Social Responsibility in Sports	36	5	SP44
Apr / Oct <sup>(1)</sup>	Business Statistics	36	5	GA42
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM41
May / Dec <sup>(2)</sup>	Critical Perspectives in Sports & Leisure	36	5	SP42
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41

**Total Year 1** 65 Credits

### Year 2 (1 Semester / Term)

3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
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**Total Year 2** 25 Credits

**Total Credits MBA** 90 Credits

<sup>7</sup>(1) is Semester 1 for part-time students

<sup>8</sup>(2) is Semester 2 for part-time students

<b>Master of Business Administration (MBA) in Health &amp; Social Care</b>				
<b>Year 1, Semester 1</b>				
<b>Block</b> <small>(Part-time Semester)</small>	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>ECs</b>	<b>Module Code</b>
Sep / Feb <sup>(1)</sup> <sup>9</sup>	Management Accounting & Finance	36	5	FIN41
Sep / Feb <sup>(2)</sup> <sup>10</sup>	Marketing Management	36	5	MA41
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO41
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO42
Oct / May <sup>(1)</sup>	International Management	36	5	SM44
Oct / May <sup>(2)</sup>	Information Management	36	5	IM41
<b>Year 1, Semester 2</b>				
Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA41
Feb / Sep <sup>(1)</sup>	Advancing Professional Decision Making	36	5	HC41
Apr / Oct <sup>(2)</sup>	Enabling Leadership in Health Care	36	5	HC42
Apr / Oct <sup>(1)</sup>	Business Statistics	36	5	GA42
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM41
May / Dec <sup>(2)</sup>	Strategy Health Care Management	36	5	HC44
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41
<b>Total Year 1</b>			<b>65 Credits</b>	
<b>Year 2 (1 Semester / Term)</b>				
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
<b>Total Year 2</b>			<b>25 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>9</sup>(1) is Semester 1 for part-time students

<sup>10</sup>(2) is Semester 2 for part-time students

## Master of Business Administration (MBA) In Entrepreneurship & Innovation

### Year 1, Semester 1

Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb <sup>(1)</sup> <sup>11</sup>	Management Accounting & Finance	36	5	FIN <sub>41</sub>
Sep / Feb <sup>(2)</sup> <sup>12</sup>	Marketing Management	36	5	MA <sub>41</sub>
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA <sub>41</sub>
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO <sub>41</sub>
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO <sub>42</sub>
Dec / May <sup>(1)</sup>	International Management	36	5	SM <sub>44</sub>
Dec / May <sup>(2)</sup>	Information Management	36	5	IM <sub>41</sub>

### Year 1, Semester 2

Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA <sub>41</sub>
Feb / Sep <sup>(1)</sup>	Innovation, Creativity & Entrepreneurship	36	5	EN <sub>43</sub>
Apr / Oct <sup>(2)</sup>	International Corporate Sustainability	36	5	SM <sub>42</sub>
Apr / Oct <sup>(1)</sup>	Business Statistics	36	5	GA <sub>42</sub>
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM <sub>41</sub>
May / Dec <sup>(2)</sup>	Venture Capital & Private Equity	36	5	FIN <sub>45</sub>
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW <sub>41</sub>

**Total Year 1** 65 Credits

### Year 2 (1 Semester / Term)

3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA <sub>43</sub>
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**Total Year 2** 25 Credits

**Total Credits MBA** 90 Credits

<sup>11</sup>(1) is Semester 1 for part-time students

<sup>12</sup>(2) is Semester 2 for part-time students



<b>Master of Business Administration (MBA) in Finance</b>				
<b>Year 1, Semester 1</b>				
<b>Block</b> <small>(Part-time Semester)</small>	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>ECs</b>	<b>Module Code</b>
Sep / Feb <sup>(1)</sup> <sup>13</sup>	Management Accounting & Finance	36	5	FIN <sub>41</sub>
Sep / Feb <sup>(2)</sup> <sup>14</sup>	Marketing Management	36	5	MA <sub>41</sub>
Sep / Feb <sup>(2)</sup>	Research Methods Introduction (Final Project)	9	(-)	GA <sub>41</sub>
Oct / Apr <sup>(1)</sup>	Human Resource Management	36	5	MO <sub>41</sub>
Oct / Apr <sup>(2)</sup>	Operations Management	36	5	MO <sub>42</sub>
Dec / May <sup>(1)</sup>	International Management	36	5	SM <sub>44</sub>
Dec / May <sup>(2)</sup>	Information Management	36	5	IM <sub>41</sub>
<b>Year 1, Semester 2</b>				
Feb / Sep <sup>(2)</sup>	Research Methods (Final Project)	27	5	GA <sub>41</sub>
Feb / Sep <sup>(1)</sup>	Corporate Finance	36	5	FIN <sub>42</sub>
Apr / Oct <sup>(1)</sup>	Financial & Monetary Economics	36	5	FIN <sub>43</sub>
Apr / Oct <sup>(2)</sup>	Business Statistics	36	5	GA <sub>42</sub>
May / Dec <sup>(1)</sup>	Strategic Management	36	5	SM <sub>41</sub>
May / Dec <sup>(2)</sup>	Venture Capital & Private Equity	36	5	FIN <sub>45</sub>
Semester 2 <sup>(1 &amp; 2)</sup>	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW <sub>41</sub>
<b>Total Year 1</b>			<b>65 Credits</b>	
<b>Year 2 (1 Semester / Term)</b>				
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA <sub>43</sub>
<b>Total Year 2</b>			<b>25 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>13</sup>(1) is Semester 1 for part-time students

<sup>14</sup>(2) is Semester 2 for part-time students

## Master of Business Administration (MBA) in Data Analytics

### Year 1, Semester 1

Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) <sup>15</sup>	Management Accounting & Finance	36	5	FIN41
Sep / Feb (2) <sup>16</sup>	Marketing Management	36	5	MA41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Human Resource Management	36	5	MO41
Oct / Apr (2)	Operations Management	36	5	MO42
Dec / May (1)	International Management	36	5	SM44
Dec / May (2)	Information Management	36	5	IM41

### Year 1, Semester 2

Feb / Sep (2)	Research Methods (Final Project)	27	5	GA41
Feb / Sep (1)	Artificial Intelligence in Business	36	5	IM46
Apr / Oct (1)	Business Statistics	36	5	GA42
Apr / Oct (2)	Data Analytics & Visualisation	36	5	GA44
May / Dec (1)	Strategic Management	36	5	SM41
May / Dec (2)	Data Management Ethics	36	5	IM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41

**Total Year 1** **65 Credits**

### Year 2 (1 Semester / Term)

3 Blocks (18 weeks - See Part 8)	Final Project	N/A	25 out of 30	GA43
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**Total Year 2** **25 Credits**

**Total Credits MBA** **90 Credits**

<sup>15</sup>(1) is Semester 1 for part-time students

<sup>16</sup>(2) is Semester 2 for part-time students

<b>Master of Business Administration (MBA) in Digital Transformation</b>				
<b>Year 1, Semester 1</b>				
<b>Block (Part-time Semester)</b>	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>ECs</b>	<b>Module Code</b>
Sep / Feb (1) <sup>17</sup>	Management Accounting & Finance	36	5	FIN <sub>41</sub>
Sep / Feb (2) <sup>18</sup>	Marketing Management	36	5	MA <sub>41</sub>
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA <sub>41</sub>
Oct / Apr (1)	Human Resource Management	36	5	MO <sub>41</sub>
Oct / Apr (2)	Operations Management	36	5	MO <sub>42</sub>
Dec / May (1)	International Management	36	5	SM <sub>44</sub>
Dec / May (2)	Information Management	36	5	IM <sub>41</sub>
<b>Year 1, Semester 2</b>				
Feb / Sep (2)	Research Methods (Final Project)	27	5	GA <sub>41</sub>
Feb / Sep (1)	Digital Innovation & Business Transformation	36	5	SM <sub>46</sub>
Apr / Oct (1)	Business Statistics	36	5	GA <sub>42</sub>
Apr / Oct (2)	Data Analytics & Visualisation	36	5	GA <sub>44</sub>
May / Dec (1)	Strategic Management	36	5	SM <sub>41</sub>
May / Dec (2)	Digital Disruption & Strategy	36	5	SM <sub>47</sub>
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW <sub>41</sub>
<b>Total Year 1</b>			<b>65 Credits</b>	
<b>Year 2 (1 Semester / Term)</b>				
3 Blocks (18 weeks - See Part 8)	Final Project	N/A	25 out of 30	GA <sub>43</sub>
<b>Total Year 2</b>			<b>25 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>17</sup>(1) is Semester 1 for part-time students

<sup>18</sup>(2) is Semester 2 for part-time students