

THE EEG - PART 3

MASTER OF BUSINESS ADMINISTRATION - PROGRAMME CURRICULUM



31 October 2024



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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!



Master of Business Administration (MBA) in International Management

Year 1, Semester 1				
Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1)1	Management Accounting & Finance	36	5	FIN41
Sep / Feb (2) 2	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, Semeste	er 2			
Feb / Sep (2)	Research Methods (Final Project)	27	5	GA41
Feb / Sep (1)	Globalisation, Society & Culture	36	5	MO44
Apr / Oct (2)	International Corporate Sustainability	36	5	SM42
Apr / Oct (1)	Business Statistics	36	5	GA ₄₂
May / Dec (1)	Strategic Management	36	5	SM41
May / Dec (2)	International Consultancy	36	5	MO45
Semester 2	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41
Total Year 1			65 Credits	
Year 2 (1 Semes	ter / Term)			
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
Total Year 2			25 Credits	
Total Credits MBA			90 Credits	

¹(1) is Semester 1 for part-time students

²(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Hospitality Year 1, Semester 1 Block (Part-time Semester) Module / Subject Contact Hours

Year 1, Semest	er1			
Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1)3	Management Accounting & Finance	36	5	FIN41
Sep / Feb (2) 4	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, Semest	er 2			
Feb / Sep (2)	Research Methods (Final Project)	27	5	GA41
Feb / Sep (1)	Critical Perspectives in Hospitality Management	36	5	HM41
Apr / Oct (2)	Business Statistics	36	5	GA42
Apr / Oct (1)	Hospitality Operational Excellence	36	5	НМ40
May / Dec (1)	Strategic Management	36	5	SM41
May / Dec (2)	International Hospitality Development	36	5	HM42
Semester 2	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41
Total Year 1			65 Credits	
Year 2 (1 Semes	ster / Term)			
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
Total Year 2		25 Credits		
Total Credits MBA			90 Credits	

 $^{^{3}}$ (1) is Semester 1 for part-time students

⁴(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Education Year 1, Semester 1 Contact Module **Block** Module / Subject **ECs** (Part-time Semester) Hours Code Sep / Feb (1)5 Management Accounting & Finance 36 FIN₄₁ 5 Sep / Feb (2)6 Marketing Management 36 MA₄1 5 Research Methods Introduction (Final Project) (-) Sep / Feb (2) 9 GA41 **Human Resource Management** Oct / Apr (1) 36 5 MO41 36 Oct / Apr (2) **Operations Management** MO₄₂ 5 SM44 Dec / May (1) International Management 36 5 Dec / May (2) Information Management 36 5 IM41 Year 1, Semester 2 Feb / Sep (2) Research Methods (Final Project) GA41 27 5 Feb / Sep (1) Critical Perspectives in Education ED₄₁ 36 5 Apr / Oct (1) Leadership and Management in Education 36 5 ED₄₂ **Business Statistics** GA42 Apr/Oct(2) 36 5 May / Dec (1) Strategic Management 36 SM41 5 May / Dec (2) ED44 Change Management: New teaching & Learning Approach 36 5 Semester 2 5 out of Project Module (3 Project Weeks, linked to Final Project) PW41 60 (1 & 2) 30 Total Year 1 65 Credits Year 2 (1 Semester / Term) 3 Blocks (18 weeks -25 out GA43 Final Project N/A See Part 8) of 30 Total Year 2 25 Credits

Total Credits MBA

⁵⁽¹⁾ is Semester 1 for part-time students

⁶(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Sports Business Year 1, Semester 1 Contact Module Block Module / Subject **ECs** (Part-time Semester) Hours Code Sep / Feb (1)7 Management Accounting & Finance 36 FIN₄₁ 5 Marketing Management 36 MA41 Sep / Feb (2)8 5 Research Methods Introduction (Final Project) (-) Sep / Feb (2) GA41 9 Human Resource Management Oct / Apr (1) 36 5 MO₄₁ Oct / Apr (2) **Operations Management** 36 MO₄₂ 5 Dec / May (1) International Management 36 SM44 5 Information Management Dec / May (2) 36 IM41 5 Year 1, Semester 2 Research Methods (Final Project) Feb / Sep (2) 27 GA41 Feb / Sep (1) Sports in the Global Marketplace 36 5 SP41 Ethics & Social Responsibility in Sports Apr/Oct(2) 36 SP44 5 **Business Statistics** 36 Apr / Oct (1) 5 GA42 May / Dec (1) Strategic Management 36 SM41 5 May / Dec (2) Critical Perspectives in Sports & Leisure 36 SP42 5 5 out of Semester 2 Project Module (3 Project Weeks, linked to Final Project) 60 PW41 (1 & 2) Total Year 1 65 Credits Year 2 (1 Semester / Term) 3 Blocks (18 weeks -25 out N/A Final Project GA43 See Part 8) of 30 Total Year 2 25 Credits

Total Credits MBA

 $⁷_{(1)}$ is Semester 1 for part-time students

⁸⁽²⁾ is Semester 2 for part-time students



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

Total Credits MBA

⁹⁽¹⁾ is Semester 1 for part-time students

¹⁰⁽²⁾ is Semester 2 for part-time students



Master of Business Administration (MBA) in Nursing Year 1, Semester 1 Contact Module Block Module / Subject **ECs** Hours Code (Part-time Semester) Sep / Feb (1)11 Management Accounting & Finance 36 FIN₄₁ 5 Marketing Management 36 MA41 Sep / Feb (2)12 5 Research Methods Introduction (Final Project) (-) Sep / Feb (2) GA41 9 Human Resource Management Oct / Apr (1) 36 5 MO₄₁ Oct / Apr (2) **Operations Management** 36 MO₄₂ 5 Dec / May (1) International Management 36 SM44 5 Information Management Dec / May (2) 36 IM41 5 Year 1, Semester 2 Research Methods (Final Project) Feb / Sep (2) 27 GA41 Feb / Sep (1) **Nursing Informatics** 36 5 IM49 **Enabling Leadership in Healthcare** Apr/Oct(2) 36 HC₄₂ 5 **Business Statistics** 36 Apr / Oct (1) 5 GA42 Strategic Management 36 SM41 May / Dec (1) 5 Advanced Nursing Practice Management May / Dec (2) 36 HC₄₅ 5 5 out of Semester 2 Project Module (3 Project Weeks, linked to Final Project) 60 PW41 (1 & 2) 30 Total Year 1 65 Credits Year 2 (1 Semester / Term) 3 Blocks (18 weeks -25 out N/A Final Project GA43 See Part 8) of 30 Total Year 2 25 Credits

Total Credits MBA

¹¹(1) is Semester 1 for part-time students

¹²⁽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 (1) 13	Management Accounting & Finance	36	5	FIN41	
Sep / Feb (2) 14	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, Semest	er 2				
Feb / Sep (2)	Research Methods (Final Project)	27	5	GA41	
Feb / Sep (1)	Innovation, Creativity & Entrepreneurship	36	5	EN43	
Apr/Oct (2)	International Corporate Sustainability	36	5	SM ₄₂	
Apr / Oct (1)	Business Statistics	36	5	GA ₄₂	
May / Dec (1)	Strategic Management	36	5	SM41	
May / Dec (2)	Venture Capital & Private Equity	36	5	FIN45	
Semester 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	
Total Year 2			25 Credits		
Total Credits MBA			90 Credits		

¹³⁽¹⁾ is Semester 1 for part-time students

¹⁴(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Finance

Year 1, Semest	er 1			
Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) ¹⁵	Management Accounting & Finance	36	5	FIN41
Sep / Feb (2) 16	Marketing Management	36	5	MA ₄ 1
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, Semest	er 2			
Feb / Sep (2)	Research Methods (Final Project)	27	5	GA41
Feb / Sep (1)	Corporate Finance	36	5	FIN42
Apr / Oct (1)	Financial & Monetary Economics	36	5	FIN43
Apr / Oct (2)	Business Statistics	36	5	GA42
May / Dec (1)	Strategic Management	36	5	SM41
May / Dec (2)	Venture Capital & Private Equity	36	5	FIN45
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 Seme	ster / Term)			
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43
Total Year 2			25 Credi	ts

Total Credits MBA

 $^{^{15}(1)}$ is Semester 1 for part-time students

¹⁶(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Accounting

Year 1, Semester 1					
Block (Part-time Semester)	Module / Subject	Contact Hours	ECs	Module Code	
Sep / Feb (1) 17	Management Accounting & Finance	36	5	FIN41	
Sep / Feb (2) 18	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, Semest	er 2				
Feb / Sep (2)	Research Methods (Final Project)	27	5	GA41	
Feb / Sep (1)	Financial Reporting & Control	36	5	FIN ₄₇	
Apr / Oct (1)	Accounting Data Analytics & Visualisation	36	5	GA45	
Apr/Oct (2)	Business Statistics	36	5	GA42	
May / Dec (1)	Strategic Management	36	5	SM41	
May / Dec (2)	Corporate Governance & Accountability	36	5	SM48	
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	60	5 out of 30	PW41	
Total Year 1			65 Credi	ts	
Year 2 (1 Seme	ster / Term)				
3 Blocks (18 weeks – See Part 8)	Final Project	N/A	25 out of 30	GA43	
Total Year 2			25 Credits		
Total Credits MBA			90 Credits		

¹⁷(1) is Semester 1 for part-time students

¹⁸(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Data Analytics Year 1, Semester 1 Block Module Contact **ECs** (Part-time Module / Subject Code Hours Semester) Sep / Feb (1) 19 Management Accounting & Finance FIN₄₁ 36 5 Sep / Feb (2) 20 Marketing Management 36 MA41 5 (-) Sep / Feb (2) Research Methods Introduction (Final Project) 9 GA41 Oct / Apr (1) **Human Resource Management** 36 MO₄₁ 5 Oct / Apr (2) **Operations Management** 36 MO42 5 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 **GA41** 5 Feb / Sep (1) Artificial Intelligence in Business IM46 36 5 Apr / Oct (1) **Business Statistics** 36 5 GA₄₂ Data Analytics & Visualisation Apr / Oct (2) 36 5 GA44 May / Dec (1) SM41 Strategic Management 36 5 May / Dec (2) **Data Management Ethics** 36 IM45 5 5 out of Semester 2 Project Module (3 Project Weeks, linked to Final Project) 60 PW41 (1 & 2)30 Total Year 1 65 Credits Year 2 (1 Semester / Term) 3 Blocks (18 weeks - See 25 out Final Project N/A **GA43** Part 8) of 30 Total Year 2 25 Credits

Total Credits MBA 90 Credits

¹⁹⁽¹⁾ is Semester 1 for part-time students

²⁰(2) is Semester 2 for part-time students



Master of Business Administration (MBA) in Digital Transformation Year 1, Semester 1 Block Module Contact **ECs** (Part-time Module / Subject Code Hours Semester) Sep / Feb (1) 21 Management Accounting & Finance FIN₄₁ 36 5 Sep / Feb (2) 22 Marketing Management 36 MA41 5 (-) Sep / Feb (2) Research Methods Introduction (Final Project) 9 GA41 Oct / Apr (1) **Human Resource Management** 36 MO₄₁ 5 Oct / Apr (2) **Operations Management** 36 MO42 5 SM44 Dec / May (1) International Management 36 5 Dec / May (2) Information Management 36 5 IM41 Year 1, Semester 2 Feb / Sep (2) Research Methods (Final Project) 27 **GA41** 5 Feb / Sep (1) Digital Innovation & Business Transformation 36 SM46 5 **Business Statistics** Apr / Oct (1) 36 GA₄₂ 5 Apr/Oct(2) Data Analytics & Visualisation 36 5 GA44 May / Dec (1) Strategic Management 36 SM41 5 May / Dec (2) Digital Disruption & Strategy 36 5 SM47 Semester 2 5 out of Project Module (3 Project Weeks, linked to Final Project) 60 PW41 (1 & 2)Total Year 1 65 Credits Year 2 (1 Semester / Term) 3 Blocks 25 out (18 weeks - See Final Project N/A **GA43** of 30 Part 8) Total Year 2 25 Credits **Total Credits MBA** 90 Credits

²¹(1) is Semester 1 for part-time students

²²(2) is Semester 2 for part-time students