

## Managing and Developing your Business

Minor code	MIN-MDB			
Education cycle	1 <sup>st</sup> cycle (bachelor)			
Mode of delivery	On-campus			
Study programme	International Agribusiness and Trade			
Part of study year	Year 3			
Location	Velp			
Semester	Fall semester; terms 1 and 2			
Number of credits (ECTS)	30			
Language of instruction	English			
Target group	Van Hall Larenstein students, Erasmus+ students, external students Business and Agribusiness Students			
Minor co-ordinator and contact person	Petros Maliotis, <a href="mailto:petros.maliotis@hvhl.nl">petros.maliotis@hvhl.nl</a>			
Entry requirements and prerequisites	Undergraduates in their 3rd or 4th year of their study. Additional entrance tests or interviews may be required.			
Application procedure	Registration via SIS, or via Kies op Maat, or consult <a href="#">Exchange possibilities</a>			
Major study units	<b>Term of teaching</b>	<b>Study unit code</b>	<b>Name of the study unit</b>	<b>ECTS</b>
	Term 1	VBAYAVEIBF	Manage a Large Scale Company (Part 1)	7
	Term 1	VBAYBVEIBF	Business Development (Part 1)	7
	Term 2	VBAYCVEIBF	Manage a Large Scale Company (Part 2)	7
	Term 2	VBAYDVEIBF	Business Development (Part 2)	7
	Terms 1 and 2	VBA3VIVEMIA	Study Mentoring	2
Content	<p>A successful company is one that is well managed and constantly evolving. In this minor you will learn how to manage a large-scale company and how to integrate data from marketing, logistics, finance and sustainability. We do this with a competitive game; the “Management Game”.</p> <p>In this minor you will work, in collaboration with a commission agent, on a project of a company in the agri/food sector that is looking for growth opportunities. You play the role of an advisor and use different thinking tools to innovate, analyse opportunities and finally write a detailed business plan for the development of your client company. Over the years, fascinating companies from all over the world, but also locally in the Netherlands, have been involved in this module.</p>			
Competences	<ul style="list-style-type: none"> <li>• Development of vision and strategy for an (international) agri-food business</li> <li>• Entrepreneurship and innovation in the international agri-food business</li> <li>• Prepare and implement a practical business research in the agri-food sector</li> <li>• Management of organizations, processes and projects, and people</li> <li>• Effectively collaborate and communicate in a multidisciplinary and intercultural environment</li> <li>• Optimizing logistics and monitoring quality in agri-food chains</li> </ul>			
Learning goals	A broad spectrum of learning goals is aimed with this minor:			

	<ul style="list-style-type: none"> <li>• Is able on the basis of insight and research of financial, logistic and quality data of the game company and on the basis of marketing objectives to form an opinion about the optimal application of marketing instruments and is able to present and defend this opinion verbally.</li> <li>• Is able, partly on the basis of cost calculations, information analysis and investment analysis, to form an opinion about the selection of markets and market segments and is able to present and defend this opinion verbally.</li> <li>• Is able to participate in and manage the process of analyzing and opinion forming in a team setting and is able to initiate, participate and manage the process of decision making in a team setting.</li> <li>• Is able to apply Excel as a management information tool and is able to develop a management decision instrument using Excel.</li> <li>• Is able to defend, as part of the management team, defend the management policy.</li> <li>• Student is able to understand the challenges of market orientation in the agri/food supply chain, do research, integrate new technologies in the supply chain and innovate processes.</li> <li>• Defend a quality handbook for a commercial company that fulfils the requirements of a specific quality label in the role of the company's quality manager during an audit</li> <li>• To learn how to make decisions based on different data with the help of different calculation, decision models and MIS/DSS systems.</li> <li>• Developing a critical way of thinking so they can apply decision tools.</li> <li>• To master the concept of business intelligence and do applied research for judging the feasibility of a sustainable business idea that meet the needs of a food trading company and its stakeholders.</li> <li>• Evaluate a CRM business strategy and transform it to a marketing plan</li> <li>• Develop a sustainable business idea that meets the needs of an agri-food company and its stakeholders and evaluate its feasibility.</li> <li>• Apply areas of Management Information System within the business</li> <li>• Transform the outcomes of the feasibility study into sustainable business development strategies and activities</li> <li>• Develop a basic HRM policy for an international operating small business.</li> <li>• Demonstrate advanced insight and understanding of research in the professional field.</li> </ul>
Added value	Integration of several management topics in a realistic setting (the Management Game). Also, connection with a real company, working on a real business development question in a way that integrates research, innovation, marketing, sustainability and financial analysis.
Mandatory literature	Will be presented on Moodle
Teaching methods and student workload	<p>Total 840 hours containing a combination of:</p> <ul style="list-style-type: none"> <li>• Management games</li> <li>• Case studies</li> <li>• Interview assignments</li> <li>• Group/project work</li> <li>• Lectures</li> <li>• Assessment (exam and preparation)</li> </ul>
Assessment	<p><b>VBAYAVEIBF Manage a Large Scale Company (Part 1)</b></p> <p>Tests:</p> <ul style="list-style-type: none"> <li>• Written: Management Information Systems</li> <li>• Oral: Performing as a Manager</li> </ul> <p><b>VBAYCVEIBF Manage a Large Scale Company (Part 2)</b></p> <p>Tests:</p> <ul style="list-style-type: none"> <li>• Oral: Defence of management policy</li> <li>• Written: Financial planning</li> <li>• Written: Quality and logistics in the food chain</li> </ul> <p><b>VBAYBVEIBF Business Development (Part 1)</b></p> <p>Tests:</p>

- Written: Customer Relationship Management
- Oral (based on assignment): Feasibility study
- Portfolio: Management and Organisation

#### **VBAYDVEIBF Business Development (Part 2)**

Tests:

- Oral (based on assignment): Business Development Plan
- Assignment: HRM & Change Management
- Assignment: Research proposal

#### **VBA3VIVEMIA Study Mentoring**

Test:

- Study Mentoring Assignment

Evaluation scale    Grades between: 1-10; 0,1 interval; 5,5 pass  
View [ECTS credits and grading](#)