

PLA12-2 Fresh Business Knowledge II

In this course current developments in the Agro and Food Business are explored. A broad journey through German, Dutch, European and global food trends is focused. Next to background information, which reveals reasons for trends, you'll get a lot of specific strategy, concept and product examples which make trends visible. During the course you get the tools to analyse trends yourself. A trend scout will give insights about his/her experience and in a workshop you will learn which approach will lead to professional results.

In the second part of the course students explore the quality characteristics of foods. Categorized into fruit/vegetables, meat, fish, dairy and cereals you learn about the individual traits of these categories. Furthermore you get knowledge about requirements for specific quality certification levels. Examples of quality labels and their meaning for industry and consumers are investigated during the course. Throughout the course an active watching and analysing of the assortments in the retail is required.

PLA16-2 Research Skills II

Research Skills I focusses on research vocabulary, descriptive statistics and probability calculations. You get practice in research design, data collection, analysis and reporting. Furthermore you will get acquainted with probability; definitions, rules, the binomial and hyper geometric distribution. And what is out most important you will get acquainted with the mind step that leads from descriptive statistics to probability and the other way around. The knowledge and insights into crosstabs is a practical example that should not have any secrets for the student.

PLA21 Project Logistics

This project focuses on the fictive company Champ Finest Inc., a manufacturer of different mushroom products located in Venlo. Champ Finest Inc. is specialized in processing fresh mushrooms into a preserved product packaged in jars or tin cans. The main objective of this project is to research on the production and warehouse process of Champ Finest and to work out strategic recommendations how the internal processes could be improved. Topics which need to be considered are:

- Production process mapping and analysis
- Inventory management
- Customer order decoupling point, product portfolio analysis and classification
- Strategic capacity management

PLA23 Fresh Business II

This course aims at familiarizing students with three models that are commonly used in marketing: Porter's Value Chain Model, SWOT/KIM analysis and Ansoff's growth matrix. In order to explain an internal analysis, both quantitative and qualitative models will be discussed. Going more into detail into the internal analysis, Porter's Value Chain Model will be explained.

A closer look at some of the companies in the two industrial sectors meat and dairy will illustrate the role of the company itself with the business environment. The students will use the model and apply it on companies from the two mentioned sectors. Furthermore, students will be taught how to

integrate the information from the external analysis of the macro- (see preliminary course PLA14) and meso-environment into a SWOT/KIM-analysis.

Students will get to know the purpose of doing a SWOT/KIM and apply the model. Finally, Ansoff's growth matrix will be explained. As students complete the analysis phase with the SWOT/KIM, they can now start thinking about strategic decisions using Ansoff's model. Within the Learning Arrangement Fresh Business this course also finalizes the analytical models commonly recommended for the conduction of the analytical phase of the marketing process. This learning arrangement will also deal with the practical implications of the analysis, namely the formulation of marketing goals and the marketing mix.

PLA24 Fresh Supply Chains II

This module is about production processes and material management. You will learn about stock management of raw materials, production environments, material handling, production and capacity planning. Finally you will get a detailed picture about how customers and their preferences have influence on production processes and how to organize them when the customer wants to have customized products.

PLA25 Fresh Economics II

Fresh Economics II gives an introduction into business economics. Business performance is reflected in the return on investment. This holds for investment projects as well as the company itself. This course defines the firm from the perspective of financial and management accounting. The course provides tools for evaluating investment projects (IRR, NPV) and for assessing the profitability of sales volumes by discussing break-even analysis. In the second part students prepares a simple financial plan for a company. The students make a simple master budget: budgeted balance sheets, budgeted income (operating profit or PLA) and a budgeted cash flow statement. The business case prepares student for the mini-company. The course also gives tools for assessing profitability (profit and loss account), solvency (balance sheet) and liquidity (cash flow). Ratio analysis may be applied with these indicators.

PLA28 Study Career Management II

Study Career Management (SCM) is focusing on the following three pillars:

- Study progress
- Personal development
- Professional and career development

The goal of SCM is to support you in your study, to develop your talents and to prepare yourself for the future. The SCM-coach will guide you on this way.

Dutch for beginners

This course helps the student to acquire a practical knowledge of spoken Dutch. The course focuses mainly on spoken Dutch. However, listening, reading and writing skills are being considered as well.

German for beginners

This course helps the student to acquire a practical knowledge of German. This course focuses mainly on spoken German. However, listening, reading and writing skills are being considered as well. The course will enable students to make themselves understood on a basic level in a German-speaking environment. Being able to speak basic German will also help students to function well within German society during their studies.

Business English

This course helps the student to acquire oral business communication skills in the form of meeting skills and presentation skills.

Meetings

Meetings are essential communications tools for running a company. They are fundamental for decision making and conveying information. When they are well run, they contribute to the social atmosphere within a team, whereas poorly run meetings become a source of frustration and disappointment. The reality is that few people like meetings. This is often because participants have scant experience in how to effectively contribute to meetings. Also, meetings are often poorly planned and executed by the meeting chairperson. In both cases, it is essential to establish the aims of the meeting and ensure that all participants are well prepared for the meeting. Again, the point is to get things done effectively so as not to waste one's own time and the time of others.

You will learn not only how to prepare a meeting, but also participate in and lead a meeting. You will come to understand how planning and executing meetings can save you considerable time and energy. Moreover, you will discover that meetings, when run properly, are very useful tools for getting things done. Want to be a good manager? Pay attention now and learn how to contribute and to lead meetings effectively!

Presentations

Presentations, the second part of the course, are also essential communication tools for running a company. They are a very important medium for sharing and conveying information or selling a product. When pitching to a client, talking to a small group of colleagues or giving the keynote speech at a conference, becoming an excellent presenter comes down to these important elements: structure, voice, body language, facts & figures and visuals. Therefore, in this course you will learn how to prepare and perform a presentation and how to start and how to finish it. You will learn how to use your voice and you will get a feel for effective body language. Additionally, you will learn how to design visuals and how to present numbers. These elements of presentations must be mastered and finally delivered so that you (the presenter) will achieve your communication goal. Want to be a good manager? Follow the course so that you will impress your future public with unforgettable presentations!