

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.

HLA15-2 Fresh Economics IV (international trade)

This semester extends the macro environment (PLA15) to the international environment. Students get an introduction into long term growth; real (household) income; international trade and investment; exchange rates and exchange rate policies. The student learns how to select one export destination out of four possible options and chooses one internationalization strategy.

HLA16-2 Research Skills IV

By way of some (marketing) research cases the use of the statistical software package SPSS is introduced and illustrated. Data collected for the (marketing) research cases are analyzed by descriptive statistics like frequency tables, bar charts, histograms and box-whisker plots, as well as inferential statistics like the chi-square crosstab test, ANOVA, t-tests, nonparametric statistics and regression analysis. In addition to explanation and application of these statistical techniques instruction is provided on how to use SPSS for producing professional data codebooks and, for publication purposes, tables and graphs.

HLA18-2 Study Career Management IV

Study career management is part of a lifelong learning process. The student will be stimulated to 'self-development'. The student learns to set goals, never lose sight of these goals and to reflect on them. Once Gotthold Ephraim Lessing said: „Der langsamste, der sein Ziel nicht aus den Augen verliert, geht immer noch schneller als der, der ohne Ziel herum irrt.“ or “The slowest person who never forgets to lose sight of its goals, will always be faster than a person that works without any goals”.

By making an own portfolio, the student will be stimulated to think about its own development. In that we will also take a look at the future. Where do you see yourself within a few years from now? Alumni will be invited to inform you about future possibilities in the professional environment.

The study career manager supports the student in this development.

HLA21 Project Logistics

A project, in the 2019 edition, that focusses on a production environment in a company that processes cheese products. The company is situated in Vianen, nearby the city of Utrecht. TCC is specialist in ripening, cutting, slicing and grinding 6 cheese varieties into 33 different products. Also, the packaging activities are executed by TCC into customized private labels for 8 customers, and thereby generate more than 300 stock keeping units.

Due to a changing customer portfolio, changing demands in volume, inventory within the supply chain, and packaging, food safety and socially responsible entrepreneurship, solutions have to be found for the future. This will get you to the following topics:

- Production process mapping and analysis of the current and future situation;
- Optimizing the future production planning (like the batch sizes) and costs calculations;
- Distinguish Key Performance Indicators (KPI's) in production and warehousing;
- Economic trade-offs, for example for choice of the load-carriers to use;
- Inventory management in combination with replenishment strategies in the supply chain;
- Allocation of the production centre and the warehouse of TCC.

HLA22 – Fresh Business Knowledge

This module is split into two parts. The first part is related to Sustainability in food production. One of the big challenges of our time is feeding the extra billions of people to live on the planet. This challenge is all the greater as natural resources become scarcer and environmental pressures lead to massive environmental problems. New technologies and conscious environmental choices can change all areas of food production. The emphasis of this course will be to investigate the relevant topics in sustainable food production to be able to make the necessary progress for the future.

The second part is related to quality management systems in food production. After this course students know about the importance of quality management systems in general and especially in the agri and food sector. They investigate the theory of current QMS requirements and they explore the application by visiting a self-chosen company and by interviewing a manager who is responsible for the quality system.

HLA24 Fresh Supply Chains IV

Fresh Supply Chain Management in semester 4 will focus on manufacturing processes of fresh products as food and flowers. Topics that will be discussed are:

- Constraint Management in which you analyze processes to optimize the total system performance instead of focusing on an individual process.
- Sales and Operations Planning (S&OP) in which you align future sales, inventory and production capacity.
- Line balancing and work centre scheduling in which you level and schedule the workload across all processes in a cell or value stream to remove bottlenecks and excess capacity.
- Consulting manufacturing and service processes in the food industry.

Dutch for beginners

This Learning Arrangement helps the student to acquire a practical knowledge of spoken Dutch. This LA 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!