The pre-master programme consists of 30 EC (5 courses of 6 EC each) and runs for half a year (February till July). The pre-master programme is only to be taken by students with a suitable HBO degree. It is a bridge programme that aims to prepare HBO students for studying at a university. Therefore, it mostly consists of courses that provide training in academic reading, reasoning, and writing, research methodologies and statistics. Within the Business Administration master, each of the six specialisations has its own pre-master programme. Upon successfully completing the pre-master programme you are entitled to enrol in the associated master programme.
### Inhoudsopgave

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Premaster Business Administration specialisation Information and Knowledge Management

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Premaster Business Administration specialisation Management Consulting

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Premaster Business Administration specialisation Strategy and Organization

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Premaster Business Administration specialisation Transport, Supply Chain Management

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**Academic Knowledge and Skills**

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**Doel vak**
- Research orientation: you are able to explain the difference between three research orientations: pragmatic, positivistic and interpretative;
- Academic reading: you are able to search, select, read, summarize and assess academic literature starting from a conceptual question;
- Academic topic choice: you are able to choose a topic for a literature review and describe its relevance for theory and practice;
- Academic writing: you are able to write in a clear way, with references complete, in a correct language and a good layout;
- Academic reviewing: you are able to write and present a literature review; and to review other’s (proposal for) literature review;
- Academic reasoning: you are able to formulate a research question and build an argumentation for a claim or conclusion.

**Inhoud vak**
This course Academic Knowledge and Skills helps the premaster students in making the transition from a practice orientation to a theory orientation. As a bachelor student at a hogeschool or University of Applied Sciences you will have had training in research skills and have done a practice-based research project. In the FEWEB academic master programs you are required to do theory-based research. You will learn to understand the difference between practice-based research and theory-based research. We will explain and help you practice the skills you need in the academic world.
Onderwijsvorm
The course consists of two elements: lectures and workgroup seminars. During the course six lectures will be given. You are expected to attend all lectures as the workgroup seminars follow the topics of the lectures.
The workgroups are specific to your specialization. Thus marketing students attend the marketing work group, strategy students the strategy work group and so on. Details about the work group assignments can be found in the manual of your workgroup on Blackboard. Step by step these assignments will help you to write an academic paper.

Toetsvorm
The assessment for this course consists of an exam and work group assignments. Both contribute 50% to your grade. The exam consists of multiple choice and open questions about the obligatory book, the academic articles and the course slides provided during the course. Your workgroup facilitator will grade your work group assignment(s). More information about the grading can be found in the manual of your workgroup.
Please note that both components need to be completed with a grade of 5.5 or higher. In case of a failing grade for the exam or the work group assignment(s), it will not be possible to get credits from this course.
In case an insufficient grade on the exam, a re-sit will be granted at the end of period 5. The maximum grade for students that need to rewrite their work group assignment after the first assessment is 5.5.
Otherwise, it is just not fair to those that did not get extra time to improve their work.

Literatuur
• Scientific articles and course slides.

Vereiste voorkennis
The course is part of the pre-Master program of the Faculty of Economics and Business Administration. Participation is reserved for students of this pre-master program and other students who have been granted permission by the program director of the pre-master program.

Overige informatie
Voor dit vak hoef je je niet zelf in te tekenen. Je wordt door de faculteit ingetekend op het vak en de onderliggende activiteiten.

Academic Paper

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<td>dr. J. Sieweke</td>
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Doel vak
To gain experience in designing, executing, and reporting research

Inhoud vak
Academic Paper is the capstone course of the premaster programme. You will conduct a piece of research for which you will go through an entire research cycle. In your academic paper you report on a piece of research that you have conducted. The academic paper is written in accordance with standards and conventions for academic writing. The academic paper is written in English.

Each master and BA specialisation has their own manual for academic paper, which can be found on the Blackboard site.

For a number of masters and specialisations, period 6 is too short to conduct a complete research, and you will start already in period 4 or 5.

Most masters and BA specialisations will start their research already in period 5 while doing the method courses such as Qualitative Research Methods and Quantitative Research Methods. These two courses provide training in research design and data analysis. Please note, however, that your instructors for the methodology courses hold no responsibility for the supervision of, or data collection for the academic paper – these responsibilities remain with your academic paper supervisor. Parallel to these courses you will meet with your supervisor to decide on a research design, and you will start collecting data so that you can devote period 6 mostly to writing up your results.

Academic Paper supervision

Master/specialisation Supervisor Email address
Finance: Norman Seeger (n.j.seeger@vu.nl) and Andre Dorsman (a.b.dorsman@vu.nl)
Marketing: Ingmar Leijen (ingmar.leijen@vu.nl)
Entrepreneurship: Etienne Schraven (e.schraven@vu.nl)
BA – Strategy & Organisation: Astrid ter Wiel (a.a.ter.wiel@vu.nl)
BA – IKM: Marlous Agterberg (m.agterberg@vu.nl)
BA – HRM: Evgenia Lysova (e.lysova@vu.nl)
BA – Management Consultancy: Koen van Bommel (k.van.bommel@vu.nl)
BA - Financial Management Norman Seeger (n.j.seeger@vu.nl)
BA - TSCM Yousef Ghiami (y.ghiami@vu.nl)

Contact your master- or specialisation supervisor for any questions or guidance. If that does not resolve your issues, then contact the overall pre-master programme coordinator Jost Sieweke, j.sieweke@vu.nl.

Onderwijsvorm
You will make individual appointments with your supervisor. Those of you who start their academic paper in period 4 or 5 will make appointments with your supervisor in that period.

Toetsvorm
Each master and specialisation has its own manual for the academic paper. This manual contains information on such things as assessment criteria, assessment procedures, minimum requirements and expectations, structure of the paper, deadlines, and responsibilities of students and
supervisors. This manual will be found in due course on the Academic Paper blackboard site.

In case your academic paper does not pass, you will have the opportunity to submit a new version.

**Literatuur**
The readings involved in producing the academic paper are master/specialisation specific, and mainly consist of journal articles to be gathered by the student. Individual supervisors may supply you with a key starting reference where needed.

**Overige informatie**
For this course you do not need to subscribe. You will be subscribed by the department.

### Accounting II

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**Doel vak**
Academische vaardigheden: Studenten zullen leren om financial en management accounting informatie te analyseren en beoordelen, waarbij wordt gefocust op de meest relevante inputs voor bepaalde beslissingen. Tevens zullen zij leren om argumenten die hun beslissingen onderbouwen te formuleren en naar voren te brengen, zowel in gesproken als in geschreven vorm.

Kwantitatieve vaardigheden: Studenten zullen leren om veelgebruikte ratio’s voor financiële analyse te berekenen en waarderingsconcepten toe te passen. Tevens zullen zij leren om veelgebruikte management accounting methoden toe te passen, welke het berekenen van beslissingsrelevantie informatie vereisen.

Vakkennis: Studenten zullen leren om een veelgebruikt raamwerk voor het analyseren en waarderen van bedrijven toe te passen. Tevens zullen zij veelgebruikte methoden en technieken voor besluitvorming, planning en control leren, alsmede hoe deze toegepast dienen te worden.

Link met de praktijk: Studenten zullen inzicht krijgen in de praktijk aan de hand van uitgewerkte cases en relevante voorbeelden.

Sociale vaardigheden: Studenten zullen case-uitwerkingen op het gebied van financial en management accounting presenteren en bediscussiëren. Tevens zullen zij feedback aan/van teamleden over inzet en houding in het team geven en ontvangen.

Specifieke leerdoelen:
Na dit vak ben je in staat om:
• Een veelgebruikt raamwerk voor het analyseren en waarderen van bedrijven te begrijpen en toe te passen;
• De strategie van een bedrijf te beoordelen ten behoeve van analyse- en waarderingsdoelen;
• De grondslagen voor financiële verslaggeving van een bedrijf te analyseren en corrigeren voor vertekeningen;
• Een financiële analyse uit te voeren en waarderingstheorie en –concepten toe te passen;
• Een analyse ten behoeve van aandelenwaardering en kredietwaardigheds-beoordeling uit te voeren;
• Relevante kosten en informatie voor besluitvormingsdoelen te bepalen;
• Methoden voor planning en budgettaire beheersing te begrijpen en toe te passen;
Methoden die gerelateerd zijn aan management control systemen toe te passen.

Inhoud vak
Studenten zullen accounting informatie vanuit een gebruikersperspectief beoordelen. Zij zullen jaarrekeningen van bedrijven analyseren op basis van een veelgebruikt raamwerk voor het analyseren en waarderen van bedrijven. Tevens zal hun begrip van belangrijke management accounting methoden en technieken toenemen en zullen zij deze methoden en technieken toepassen.

Onderwijsvorm
Hoorcolleges en werkcolleges

Toetsvorm
- Geschreven tentamen – individuele beoordeling;
- (interim) opdracht(en) – groepsbeoordeling.

Literatuur

Aanbevolen voorkennis
Accounting I

Business Intelligence and Analytics
Doel vak
Academic skills:
In this course we teach you to analyze and apply the basic concepts, principles and theories that are needed to address the business intelligence & analytics (BI&A) challenges organizations face. Furthermore, you will learn how to apply knowledge learned from scientific publications on practical BI&A related problems as well as why business intelligence & analytics are considered digital innovations.

Quantitative skills:
You will learn to select and analyse data to solve business cases and as such create business insights.

Knowledge:
You will obtain fundamental knowledge on concepts and theories related to BI&A that are important for organizations. You will learn to describe and define the core BI&A concepts, principles and theories that are important for organizations in general, and as drivers for innovation more specifically.

Bridging theory and practice:
You will learn to apply theoretical knowledge in specific practice situations. You will also learn to translate business strategies into information requirements for decision support systems and to work with business intelligence tools (solve business cases and create business insights) that are well established in businesses. Business consultants are actively involved in this course and will share their experience through case presentations and discussions in the tutorial sessions. Furthermore, this course will offer insight into the professional possibilities in the field of BI&A.

Social skills:
In the ‘in company’ masterclasses you will work in a team and present BI&A pitches to a business audience.

LEARNING OUTCOMES
After successfully finishing this course you must be able:
• To define, describe and recall the basic concepts, principles and theories underlying business intelligence & analytics solutions (decision support systems).
• To evaluate and discuss the organizational and social implications of business intelligence & analytics solutions
• To classify and compare business intelligence & analytics solutions as well as the constituent components of business intelligence & analytics solutions
• To apply business intelligence & analytics concepts, principles and theories to business problems
• To explore data-driven business models
• To explore, analyze and determine how big data can drive business model innovation
• To analyze business cases, and propose business intelligence & analytics solutions and decide which data to use given a business problem to be solved.
• To create insights using established business intelligence & analytics tools.

Inhoud vak
Data is hot! How organizations deal with the overabundance of data and the ability to transform data into insights have become critical success factors for every organization. Key words in this context are ‘big
data’, ‘data science’, and ‘data –driven decision making and innovation’. This course offers the handles that are needed to fully deploy the potential of data, and business intelligence & analytics solutions in order to create competitive advantage. The course primarily has a managerial focus, technology will be used primarily to create hands on experience with relevant BI&A technologies and as such enhance insights in their features and characteristics. There is a lot of business involvement in this course: experts from industry and BI&A consultants will share their insights and experience in the weekly workshops.

**Onderwijsvorm**
Lectures
Tutorials

**Toetsvorm**
Written exam – Individual assessment
Interim Assignment(s) / Tests

**Literatuur**
This course is article based. Readings will be announced in the course manual.

**Aanbevolen voorkennis**
BK:
2.1 Business Information Technology

IBA:
2.1 Business Information Systems

**Financial Modelling and Derivatives**

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**Doel vak**
In this course you will learn about financial modelling of risk and financial derivatives.

In the financial modelling module, the central concept is the relationship between risk and return on financial assets (Knowledge). The goal of this part of the course is to gain insight into the risk associated with financial portfolios and investments and to be able to calculate/estimate such risk on the basis of historical data. Furthermore, other goal is to learn how to construct portfolios on the basis of mean-variance optimization and how to benefit from diversification possibilities. Finally, another goal is to learn how to compute expected returns on investments on the basis of the Capital
Asset Pricing Model and multifactor models (Quantitative skills).

In the derivatives module, the goal is to gain insight into various financial derivatives such as futures and options, their properties, valuation and risks associated with them (Knowledge). Another goal is to learn how these derivatives can be used to hedge financial risks (Quantitative skills).

Upon accomplishing these goals, you will gain new academic, research and quantitative skills, as well as develop your professional knowledge in the area of financial risk and derivatives. Furthermore, by illustrating the concepts with examples of portfolios, investments and hedging problems provided by financial institutions, we will bridge the gap between theory and practice, enabling you to translate theoretical concepts into practical applications (Link to practice).

Inhoud vak
Central topics in financial modeling that will be discussed are:
- measures of risk in financial markets: variance and volatility of returns;
- trade-off between risk and return;
- estimation of average return and volatility;
- concepts of covariance and correlation; their estimation;
- risk and return of portfolios;
- diversification;
- universal risk measures: Value-at-Risk and Expected Shortfall;
- concept of efficient portfolio. Markowitz model;
- CAPM;
- risk premium and beta;
- multifactor models of risk.

Central topics in the part on derivatives that will be discussed are:
- types and characteristics of financial derivatives;
- use of derivatives in risk hedging;
- options: determining option price with the help of the binomial tree;
- sensitivities of options (Greeks);
- Black-Scholes model for option pricing and its assumptions;
- delta hedging of options;
- implied volatilities and volatility smiles;

Onderwijsvorm
Lectures.
Tutorials.

Toetsvorm
Written midterm test, written exam and computer assignment.

Literatuur

Aanbevolen voorkennis
Finance I and Quantitative Research Methods I and II.

Global Supply Chain Management
**Doel vak**
The course of Global Supply Chain Management aims at preparing students in implementing, coordinating and managing Supply Chains in global contexts (Knowledge). Its setup comprises issues relating to the development of supplier relationships, operations improvement, procurement strategies, inventory control, logistics operations, transportation networks, sustainability, as well as contemporary issues affecting these areas.

Moreover, this course allows you to gain an understanding of academic research in the field of global supply chain management and how to apply knowledge this in various settings, both theoretically as well as by using statistical and mathematical models to support decisions (Academic skills; Research skills; Quantitative skills).

You are stimulated to activate your knowledge and practice your skills through various assignments during the tutorials in a team setting (Social Skills).

**Inhoud vak**
Global Supply Chain Management (GSCM) is an exciting and focused course for preparing students in implementing, coordinating and managing Supply Chains in global contexts. It will be valuable for students who would like to pursue a career in consulting or take a position in GSCM. Its setup comprises issues relating to the development of supplier relationships, operations improvement, procurement strategies, inventory control, logistics operations, transportation networks as well as contemporary issues affecting these areas. Specifically, the course will:

- Explain and critically apply theories on logistics and supply chain management with a focus on global scales;
- Integrate theories and appraise strategies on managing supply chain operations within the context of global business management;
- Understand the inter-relationship between supply chain management and global contemporary issues (e.g., global sourcing);
- Identify frameworks to manage risks and opportunities for competitive and economically sustainable supply chain management in a global setup.

The course will be both qualitative and quantitative. From a qualitative point of view, cases will be analyzed to derive best strategies and identify optimal policy. Qualitative sessions will inspire students’ interactions, discussions and debates. The course of GSCM also consists of applications of quantitative devices. Decisions undertaken and discussed in the qualitative sessions need robust and objective supports through quantitative methods and models. These objectives are carried out at a course level by a solid review of the theory and the methodological base associated with supply chain management, along with a discussion of advanced topics, trends and directions. At a class level
Course topics are reviewed through a combination of lecture, discussion, and student project work.

**Onderwijsvorm**
Lectures
Tutorials

**Toetsvorm**
Written exam – Individual assessment
(Interim) Assignments – Group assessment
Mandatory attendance tutorials

**Literatuur**
Required materials will be announced via Blackboard.

**Aanbevolen voorkennis**
1.1 Business Mathematics


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**Doel vak**
Academic skills: Students will learn to analyze and understand problems from different perspectives. Also, attention is given to applying acquired theoretical knowledge to real-life organizational contexts.

Research skills: Students will learn to perform an in-depth analysis of a business context by analyzing data and relating the findings to theory. The focus is here on analyzing HR practices and their alignment with the context (e.g. organizational context, national context, culture, institutions) and herewith insight is gained in how to recognize and identify contextual contingencies.

Knowledge: Thorough knowledge is gained on the key HR practices that are fundamental to the HRM discipline. Additionally, students are able to describe the core theories and models that are used to explain the effects of these practices and systems of practices on individual and organizational outcomes. Also, students are able to describe theoretical models regarding the relationships between contextual factors and HR practices. This type of advanced knowledge builds on insights that students have gained in the HRM & OB introduction course.

Bridging theory and practice: Students will examine HR phenomena in practice and will relate these observations to the course literature. By studying an organizational context, students learn to apply theoretical knowledge to practice. Students will visit an organization and will perform an interview. Gaining insight in HRM in practice will enable students to create a bridge between science and practice.

Social skills: Students work in groups and should be able to
successfully interact with their team members. Additionally, by going into a business and by performing an interview, students learn to interact with the business world and present themselves appropriately. Broadening your horizon: Students are able to describe current trends and challenges in organizational contexts. In addition, students can identify national and international societal issues that impact HR practices.

Inhoud vak
The courses in this semester center around the international context of the business environment. Period 4 specifically introduces you to the environment of developed economies and what this means for different disciplines, in this case HRM. The course will provide you with in-depth knowledge on the key HR practices that are used in contemporary organizations. Also, you will learn to examine these practices in their wider context. Attention is not only paid to how practices fit the organizational context, but special attention is paid to examining practices based on a global perspective by studying how practices differ across national contexts. The core practices examined include training and development, performance management, participation and communication, recruitment and selection, and compensation. Core models on how these HR practices relate to individual and organizational outcomes are discussed. In addition to learning about the various individual practices, you will gain insight in the interplay between practices to understand how bundles and systems of practices can be strategically used to enhance organizational goals. Current world wide trends and challenges, such as the war for talent, will be discussed and specific HR practices related to these challenges are examined. Factors in the national and international context are studied and used to explain the use and effectiveness of certain HR practices.

Onderwijsvorm
Lectures
Tutorials

Toetsvorm
Written exam – Individual assessment
Assignment – Group assessment
Mandatory attendance tutorials

Literatuur
Book: To be announced

Additional (required) materials to be announced via Blackboard

Aanbevolen voorkennis
2.1 HRM & OB

International Financial Management

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Doel vak
The objective of the course is to acquaint students with the developments in international financial markets from a perspective of managerial decision making. The course is designed to provide future’s financial managers with an understanding of the fundamental concepts and the tools necessary to be effective global managers. The aim is to provide students with an understanding of these concepts and techniques used in risk management. (Knowledge, Quantitative Skills) The students will develop skills in reading and understanding academic papers as well as critical thinking on economic events with a focus on the financial aspects of managerial decisions. (Research Skills, Bridging Theory and Practice) They are encouraged to improve analytical thinking abilities, to think beyond the boundaries of economics and finance theories. (Academic Skills, Broadening your Horizon)

Inhoud vak
During the course, we will mainly discuss the structure of financial markets (foreign exchange, fixed income and equity markets) and explore the issues that are encountered by multinational enterprises, with an emphasis on risk management. When having completed this course, students will have a clear understanding how financial markets and institutions work and how the multinational firm interacts with the other market participants. In particular, students will:
- understand the development of the international monetary system and other financial institutions,
- be acquainted with the specifics of various financial markets (money, bond, equity)
- learn how to manage foreign exchange risk and interest risk in a multinational firm.

Onderwijsvorm
- Lectures
- Tutorials

Toetsvorm
Written exam – Individual assessment
(Interim) Assignment(s) – Group assessment

Literatuur
2. Additional articles and/or cases (announced at the start of the course)

Aanbevolen voorkennis
BK:
2.2 Finance; 3.4 Financial Modelling and Derivatives; 2.5 Finance II

IBA:
2.2 Finance; 2.5 Corporate Finance in Emerging Economies; 3.4 Financial Modelling and Derivatives
Organizational Management and Strategy

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Doel vak
After this course you:

a) are familiar with what strategy is, why it is important and how strategic thinking and strategic change work in organizations;
b) understand what corporate entrepreneurship is and how it is deployed in organizations;
c) have learned the basics of human resource theory and practice;
d) know about roles of consultants and their relationships with their clients;
e) are able to read scientific articles in the field of organizational management and strategy, and to make links between practical examples and scientific literature.

Inhoud vak
During the premaster course ‘Organizational Management & Strategy’ (OMS) you will be provided with an introduction to important business topics such as strategy, consulting, entrepreneurship and human resource management.

Onderwijsvorm
During the course you may attend six lectures. These lectures are facilitated by six different lecturers from the department ‘Management & Organization’, giving the course an exciting and varied setup. The content of each lecture connects to specific sections of the book that is used in the course and/or additional scientific articles.

Toetsvorm
The assessment for OMS consists of an individual exam. The exam is made up of open questions.

Literatuur
For OMS you will need a copy of:
The articles that you need to study will be posted on Blackboard. More details can be found in the course manual.

Overige informatie
Voor dit vak hoef je je niet zelf in te tekenen. Je wordt door de faculteit ingetekend op het vak en de onderliggende activiteiten.

Qualitative Research Methods
**Literatuur**
A collection of book chapters and the materials provided on Blackboard.


**Quantitative Research Methods**

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**Doel vak**
After having completed this course, you must be able to:
- Describe and explain the most important quantitative research strategies
- Perform essential steps in a quantitative research cycle: develop hypotheses, translate concepts into measurable survey items, and analyze survey data to test the psychometric quality of items and answer a research question or test hypotheses
- Read academic papers and understand their Methods and Results section
- Write an academic report based on a quantitative study

**Inhoud vak**
This course consists of lectures, tutorials, and a team research project for practicing various aspects of the quantitative research cycle. The assignment will be described in more detail in a separate document. For benefiting mostly from the course, you need to devote a good number of hours reading the associated chapters of the book, actively take part in the lectures, critically and creatively work with your team members on your research project, and properly understand the concepts and their applications for the final exam. An example exam will be provided on BlackBoard in due time.

**Onderwijsvorm**
Lectures and Lecture Quiz
During lectures, we discuss the main concepts and apply them to real examples. Each lecture, you are asked to write down a “reflection quiz”. This takes around 15 minutes, in which you are individually asked to write about your own understanding of a specific subject. The aim is to see how you learned about various subjects. You are asked to write “in your own words”, which means trying to stick to your own words and understanding, rather than simply echoing the technical terms. The quiz counts for 10% of your final grade. We provide you with feedback on your answers, yet not necessarily each week.
Note: You need to bring your own laptop or I-Pad, or any device that can be connected to the internet by which you can easily write down your answers and submit it “electronically” via Blackboard. Furthermore, some lectures will deal with SPSS examples. Last year students indicated that they would have been more helped when they would also have SPSS on their tablet so that they can follow the steps. You can buy SPSS via Surfspot for 12.75 using your VUnet ID.

Tutorials
In each tutorial session, we practice the skills that are central to the theme of the current week. We also apply the concepts to the group projects. You will receive feedback on your research project on the planned deadlines.
To familiarize you with the research report, some tutorials will require you to critically read and review specific parts of selected articles. This will help you to see the structure that we use when writing our own reports. A list with articles is provided in the appendix.
Finally, your participation in the tutorials is highly important for a thorough understanding of the course. Please prepare well and be on time!

Toetsvorm
Research Project
To actually practice the skills of quantitative research, you work in teams of max. five students. A similar research project is defined for all teams: yet, the empirical case for each team is different. Due to the limited time for the course, we work with predefined surveys. However, each year we think of a new study that should match your interests. As you may understand, it also matches the interest of the lectures to achieve a good quality study. You first discuss, based on the variables in the survey, what research question your team would like to focus on. Then, you start to familiarize yourself with several statistical procedures to check and analyze the data. Accordingly, you test the hypotheses that you have formulated. These activities are all included in the final report. During the development of the project, you have two chances to receive feedback on your project: 1) when you finished the introduction and method section; and 2) when you finished analyzing the data. In addition, the last tutorial each team will present their paper (i.e., study) and will receive feedback from another team. The grade is based on the final report.

Final Exam and Grading
At the end of the course, there will be a final exam counting for 45% of the total grade. The exam is individual and is mainly focused on assessing your knowledge of the basic concepts and how you apply them. For passing the course, the minimum total grade is a 5.5. In addition, you must reach at least a 5.0 for each of the grade components (i.e., class quiz, team research project, and final exam). The class quiz counts for 10% of the total grade. The criteria for evaluating the class
quiz are 1) the depth of the answers, 2) the attention to nuances and
details, 3) showing critical reflection skills (i.e., not repeating the
ideas, but rather providing some personal criticisms of them and arguing
for that). In addition, 45% of the total grade is based on your team
research project. The details of evaluation criteria for the team
assignment are provided in the separate document “Quantitative Research
Assignment”.

Please bear in mind that we are strict about the deadlines. For the
class quiz, there is no chance to submit the answers after the class.
The highest four out of six quiz grades will be used to calculate your
quiz grade. For the team assignment, if you hand in your assignment
after the final deadline, yet within 24 hours, we still consider it, but
your maximum grade for that assignment will be 6 (instead of 10). After
24 hours, no project assignment is accepted. Regarding the deadlines for
the drafts of the team assignment, these are necessary for the lecturer
to have enough time to provide feedback. Consequently, assignments that
arrive later may not receive feedback.

Literatuur
• Field, A. Discovering statistics using IBM SPSS statistics – 4th
edition
You need to buy (at the VU book store or at
or borrow the book.
• Articles accessible via VUnet library
• Lecture slides

Overige informatie
This course is meant to familiarize you with the research process
starting from a research question to collecting data, analyzing data and
writing a scientific research paper. The goal of the course is to help
you prepare for your Bachelor’s and Master’s thesis and to help you in
better understanding and evaluating scientific articles that you read
while studying or while looking for state-of-the art information about
topic you encounter in your (working) life. Quantitative research
methods refer to the systematic empirical investigation of social
phenomena via statistical, mathematical, or computational techniques.
The objective of quantitative research is to determine the relationship
between constructs (e.g., commitment and performance) that are of
interest to the researcher. The process of measurement is central to
quantitative research methods because it provides the fundamental
connection between having a research question and being able to answer
the question with high confidence. Quantitative research methods are
widely used in social sciences such as psychology, economics, sociology,
marketing, and political science. The challenge is to analyze the data
with the help of statistics and investigating whether the numbers will
yield an unbiased result that can be generalized across populations and
contexts.

Statistics

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Doel vak
In dit vak verdiep je je kennis van een aantal belangrijke statistische en econometrische onderwerpen en een aantal kwantitatieve technieken die relevant zijn voor en veelvuldig worden toegepast in vakken in de opleiding Economie en Bedrijfseconomie (Vakkennis). Deze technieken zijn niet alleen van belang in een academische context, maar ze helpen tevens bij het oplossen van concrete economische en bedrijfseconomische vraagstukken uit de praktijk (Onderzoeksvaardigheden). Je leert niet alleen die technieken, maar ook de kunst van het abstraheren van een probleem in de echte wereld tot een statistisch probleem, en weer terug van een statistisch antwoord tot een antwoord dat relevant is voor de echte wereld (Academische vaardigheden).

Na succesvolle afronding van deze cursus kun je:
• goed omgaan met statistische notatie (passief en actief);
• elementaire kansrekeningsopgaven doorrekenen;
• gebeurtenissen modelleren met de binomiale, de normale verdeling en diverse andere verdelingen;
• beschrijvende statistieken (gemiddelde, mediaan, variantie, correlatiecoëfficiënt, scheefheid, proportie, etc.) uitekennen en interpreteren;
• omgaan met de begrippen populatie, steekproef en steekproefverdeling;
• betrouwbaarheidsintervallen (voor o.a. gemiddelde, proportie en variantie) uitrekenen;
• onderscheid maken tussen statistische en economische significantie;
• één-steekproeftoetsen (voor gemiddelde, mediaan, proportie en variantie) uitvoeren;
• twee-steekproeftoetsen (voor gemiddelde, mediaan, proportie en variantie) uitvoeren;
• enkelvoudige en meervoudige regressie (inclusief toetsen, dummy’s, interactie en residuenanalyse) uitvoeren;
• kruistabellen opstellen en de chi-kwadraattoets uitvoeren;
• de juiste toets kiezen voor een gegeven probleem;
• output van statistische programmatuur interpreteren in relatie tot bovenstaande onderwerpen.

Inhoud vak
De economische wetenschap is een vakgebied waarin kwantitatieve gegevens van centraal belang zijn. Theoretische ideeën over het effect van het minimumloon op de werkgelegenheid, of van bonussen op de prestatie van werknemers zijn waardevol, maar de ultieme test is niet de theorie, maar de toetsing aan empirische gegevens. Helaas zijn dergelijke gegevens nooit volledig eenduidig. De conjunctuur gaat de ene dag omhoog en de andere dag omlaag, en er zijn meer factoren die zorgen voor ruis in de waarnemingen. Statistiek is een hulpmiddel om verantwoorde conclusies te trekken uit gegevens. De moderne economisch analist moet daarnaast goed overweg kunnen met statistische software en het visualiseren van gegevens. Dit vak schenkt daarom enige aandacht aan dergelijke vaardigheden: er wordt kort aangegeven hoe met behulp van SPSS

Coördinator: dr. J.M. Sneek
Examinator: dr. J.M. Sneek
Lesmethode(n): Hoorcollege, Werkgroep
Niveau: 300
statistische analyses uitgevoerd worden, aansluitend bij de theoretische onderwerpen (zoals de histogrammen, de t-toets en regressieanalyse).

**Onderwijsvorm**
Hoorcolleges
Instructiecolleges

**Toetsvorm**
Tentamen met open en multiple choice/korte antwoord vragen - individuele beoordeling

**Literatuur**
(De VU Boekhandel en Aureus verkopen een speciale editie met een verlengde toegangscode voor Connect)

Aanvullende documenten via BlackBoard

**Overige informatie**
Bij dit vak wordt het programma SPSS gebruikt. Dit programma is beschikbaar op de computers op de VU-campus.

Supply Chain Management in Emerging Economies

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**Doel vak**
The forces of globalization have resulted in a significant part of the supply chain of almost every industry being located in emerging economies. Increasingly, these rapidly growing economies also form the end-markets of a lot of industrial and consumer products. Given the physical, social and cultural characteristics of the emerging economies, global companies face a complex set of new challenges when sourcing from, operating in or serving these markets. The objectives of this course are to provide students with an overall framework in managing global supply chains and developing strategies (Knowledge; Quantitative Skills), describe the context and developments in emerging economies (Broadening your Horizon) and showcase innovative approaches for success (Bridging Theory and Practice).

**Inhoud vak**
The courses in this semester give emphasis on business international context and its implications in management practices. Period 5 specifically introduces you to the environment of emerging economies. This course focuses on the effective design and execution of global supply chains, with an emphasis on the opportunities and challenges that
emerging economies present. More specifically, this course covers topics related to global supply chain strategies, global network optimization, outsourcing & sourcing strategies and contract design. The course furthermore tackles advanced supply chain concepts that are even more relevant in this context: supply chain coordination and incentive alignment, pricing and revenue management and sustainability. You are introduced to theoretical concepts with emphasis on key tradeoffs and phenomena, as well as best practice examples. We will pay particular attention to supply chain challenges and applications in emerging markets, including those related to humanitarian aid delivery. You are also exposed to models and problem-solving tools, applicable to the design and planning of supply chains in emerging economies. Upon completion, you should be able to look strategically at the full supply chain and successfully operate in an international context.

**Onderwijsvorm**
Lectures
Tutorials

**Toetsvorm**
Written exam – Individual assessment
(Interim) Assignment(s) – Group assessment
Class participation – Individual assessment
Mandatory attendance tutorials

**Literatuur**
Selected chapters from the following books:

Additional (required) materials will be announced via blackboard

**Aanbevolen voorkennis**
1.1 Business Mathematics
1.4 Global Supply Chain Management
1.6 Business Processes