



UNIVERSITY OF
APPLIED SCIENCES

exceed expectations

MINOR



MINORS ROTTERDAM BUSINESS SCHOOL

- > Digital Marketing
- > International Finance and Accounting
- > Multi-Disciplinary Business Challenge
- > International Logistics Management
- > Circular Economy and Business Innovation
- > Minor+: REBEL (Real Experience Borderless Entrepreneurial Learning)

Digital Marketing

You will face the challenges of marketing and the Internet in the coming half year (Sept – Jan). During this minor you get the opportunity to focus on your own chosen individual assignments or tasks related to digital marketing and share it with your fellow students. You will also work in a team on different digital marketing topics.

An important part of this minor is the consultancy project, where a (sustainable) company comes up with a question or problem and your team has to research and come up with useful and creative solutions. Also you will develop a digital marketing strategy for the company and create new ideas for their online performance, websites and campaigns.

Contact

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International Finance and Accounting

This minor deals with: corporate finance, accounting, corporate governance and auditing, management accounting and management control and international accounting to give the student in-depth knowledge in the field of Finance & Accounting. These subjects are addressed from a national and international business perspective. Besides theory lessons, students will participate in projects. The projects enable students to put theory into practice and if possible, will be executed in collaboration with internationally oriented companies.

In the project groups students will also be evaluated on communication, cooperation, leadership, planning, organising, creative problem solving, intercultural adaptability and learning and self development.

Contact

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Multi-disciplinary Business Challenge

Challenges that companies are facing may have an emphasis on one or two main aspects of the values chain, but every solution will also impact on other aspects. This means successful solutions can only be based on a multi-disciplinary approach. In this minor you will consider different parts of the values chain.

The minor is focused around unique strategies of individual companies. You will support the development of a strong business case that links investments with programme results and, ultimately, with the strategic outcomes of the organisation. A business case puts a proposed investment decision into a strategic context and provides the information necessary to make an informed decision about whether to proceed with the investment and in what form.

It is possible to obtain a HLS certificate (High Level Structure, a new ISO component)

Are you up for the challenge?

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International Logistics Management

With the organising and controlling of goods flows in and between organisations many things will happen. Because of the international character of IBMS the international flows of goods will be the main topic.

Bigger distances lead to longer lead times, but how are these related to customer requirements? International physical distribution tries to find the best solution considering amounts of stock, location of this stock and transportation of goods to this location.

Because the position of the city of Rotterdam within transportation there will be a closer look at the activities of transportation by ship and the transshipment to the transportation modes railroad and road. These are traditional activities within Supply Chain Management. International also means globalisation and outsourcing labor. Outsourcing is one of the developments on which we will focus. Other developments we deal with are the logistics activities related to e-commerce, reverse logistics (sustainability) and distribution in big cities from international perspective.

Contact

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Circular Economy and Business Innovation

Earning money through a virtuous model is possible with a circular economy. As the world increasingly demands safe and environmentally sound products and services, the companies that have already made a conscious decision to be sustainable today will be the most competitive. These are the winners of the future. The concept of circular economy inherently calls for applying a new way of thinking about how we buy, use, and discard products.

This implies opportunities for innovation focused around the design of the supply chain as well as products. A new approach to design thinking - circular design thinking - has appeared to guide this transition and circular innovation. This minor examines circular design methods currently being utilized by companies and

practical ways you can begin applying it in your research for the company.

Theoretical concepts will be offered in THE CLOUD.

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Minor+: REBEL Real Experience Borderless Entrepreneurial Learning

It is important that we find new roads which lead towards more economic activity and more jobs. To achieve that Real Experience Borderless Entrepreneurial Learning (REBEL) appeals to innovative students with guts and entrepreneurial mind set from all study programmes of the Rotterdam University of Applied Sciences.

REBEL teaches them to set up with a team their own business in an real international environment, look for opportunities and use them, take risks en to find surprising solutions. This minor+ learns students to be rebels, but competent rebels. Give us your business idea and we give you a fine set of wings to fly across borders.

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