Hanze

Programme

Qualification awarded
Bachelor of Science

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
Dutch, with parts in English

School
Entrepreneurship, Communication & Marketing

Locations
Groningen

Entrepreneurship & Retail Management

Profile of the programme

The Entrepreneurship & Retail Management degree programme trains students for both independent entrepreneurship and management positions in retail organisations. Business management within a broader framework – and without losing sight of the international orientation – is key in both cases. For this reason, graduates of the programme receive broad training that covers various aspects of business management in their proper context: economic, corporate, legal, staffing-related and organisational. Graduates are able to identify and report developments, as well as to investigate and anticipate these developments. They possess a helicopter view or (to use another figure of speech) are capable of intelligently shifting gears between various aspects of entrepreneurship.
Graduates hold a large number of different positions in diverse sectors. Some alumni are employed as managers in companies that deliver either goods or services directly to consumers. Others actually found companies of their own. Such businesses and organisations are characterised by a strong focus on the consumer. The range on offer is typically broad and includes a varied group of products, so thinking in terms of concepts and formulas is a priority. Alumni contributes to the development of the overall formula in this setting. Graduates will lead teams or businesses of their own.

Learning outcomes

The degree programme equips the student with the learning outcomes required of a professional in the field of Entrepreneurship. These are:

- Innovating: launch new ideas, achieve innovations creatively and use technological possibilities to this end.
- Value creation: create sustainable and commercial value targeted at the wishes and needs of clients as well as other stakeholders. Students do so based on developments within the national and international context.
- Result-focused approach: demonstrate responsibility and perseverance, taking the decisions needed to achieve the intended outcomes. Students adapt quickly to changing circumstances and are not afraid to run risks.
- Leadership: show passion and drive, take the lead within teams, and activate others based on the corporate culture and values.
- Managing & organising: shape and substantiate business operations, focusing primarily on the customer.
- Collaborating & networking: function in a group context by making an active and substantive contribution to the intended outcomes as well as the group process. Students build a network of relationships.
- Research skills: demonstrate an inquisitive and critical attitude in their working method. Students apply a suitable research approach leading to useful outcomes.
- Analytical skills: analyse situations and data systematically. Students manage based on performance indicators.
- Learning capacity: develop themselves as a person and as a professional with the use of vision, reflection and feedback.
- Communication: communicate convincingly, including in one or more foreign languages. Students make efficient use of various communication tools tailored to the target audience.

Programme

Entrepreneurship & Retail Management	**credits**
Year 1 Entrepreneurship & Retail Management	60
Block 1: Retail Environment 1	*15*
ORVP26ERO - External Retail Environment	*5*
ORVP26COS - Communication: in writing	*5*
ORVP25MKT - Basic Marketing	*5*
Block 2: Retail Environment 2	*15*
ORVP26IRO - Internal Retail Environment	*5*
ORVP26COM - Communication: oral	*5*
ORVP26BER - Meaningful Economics and Retail	*5*
Block 3: Student Company 1	*15*
ORVP26ONP - Business Plan	*5*
ORVP21GIO1 - Behaviour in Organisations 1	*5*
ORVP26COE - Communication: English	*5*
Block 4: Student Company 2	*15*

ORVP26ONU - Business Plan in Progress	*5*
ORVP25FBV1 - Financial Management 1	*5*
ORVP25PID1 - Professional Identity 1	*5*
Year 2 Entrepreneurship & Retail Management	60
Block 5: Entrepreneurship or Retail Management 1	*15*
ORVB26JMP - Journey mapping	*5*
ORVB26GIO2 - Behaviour in Organisations 2	*5*
ORVB26MKC - Marketing Communication	*5*
Block 6: Entrepreneurship or Retail Management 2	*15*
ORVB26IVK - Purchase and Sale	*5*
ORVB26FBV2 - Financial Management 2	*5*
ORVB26IAE - Intercultural Awareness in English	*5*
Block 7: Innovation in SMEs 1	*15*
ORVB26IMG - Innovation Management	*5*
ORVB26DGB - Digital Business	*5*
ORVB21CSG - Consumer Behaviour	*5*
Block 8: Innovation in SMEs 2	*15*
ORVB26HRR - HRM and Law	*5*
ORVB25STM - Strategic Marketing	*5*
ORVB25PID2 - Professional Identity 2	*5*
Year 3 Entrepreneurship & Retail Management	60
Blocks 9 and 10: Work Placement	*30*
ORVB25MWS - Work Placement	*30*
Blocks 11 and 12: Minor by choice *electives*	*30*
Year 4 Entrepreneurship & Retail Management	60
Blocks 13 and 14: Graduation Programme Research	*30*
ORVB23OIP - Research & Implement	*25*
ORVB23MGG - Management Game	*5*
Blocks 15 and 16: Graduation Programme - Graduation Internship	*30*
ORVB26PPF - Project Portfolio	*25*
ORVB26PID3 - Professional Identity 3	*5*

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