Dear friend of IFMC,

It is a great pleasure to invite you to the 2020 IFMC International Week hosted by the Finance and Control domain and International Financial Management and Control bachelor program of The Hague University of Applied Sciences, which will be held from Monday February 10 until Friday February 14, 2020 in The Hague, The Netherlands.

The goal of the International Week is to promote international studies and awareness of cultural diversity among students and partner lecturers, university and industry facilitators. The 2020 IFMC International Week offers several courses, presentations, workshops and round-table discussions delivered by IFMC lecturers, visiting lecturers from our strategic partner universities and by the industry on various topics concerning Finance and Control and international studies.

The participants of the 2020 IFMC International Week are IFMC students, THUAS students and students from our strategic partner universities. At the same time, the 2020 IFMC International Week is also open for students from non-partner universities who wish to widen their international horizon.

We look forward to welcoming you to the 2020 IFMC International Week in The Hague, The Netherlands.

If you have any questions, please contact Dr. Theo Bosma at t.bosma@hhs.nl or Mr. Casper Verschoor at c.w.verschoor@hhs.nl
2020 IFMC International Week

Courses descriptions

**Keynote session - Blockchain Technology**

(This course is mandatory for all IFMC and IFMC-AP students)

In this session will we explain why open and public ledgers will bring us to the next economy and why they are well suited for global challenges like setting up global circular and sharing economies. Not only will we explain how blockchains works, what they do and how they can help build new and more efficient economic infrastructures. We will also elaborate on how you can reinvent and innovate education with these powerful new tools. The best part: you will learn how to use these tools yourself during this session!

Course instructor

![Jordi Jansen](image)

KOIOS
A better world starts with better education
+31 6 54 99 22 58 | THUAS | Netherlands

LinkedIn | Twitter | Instagram | LinkedIn

**Workshop ATLAS.ti**

(This course is mandatory for IFMC and IFMC-AP seniors)

ATLAS.ti is the most widely used computer program to support qualitative analysis of research data. It can be used for the analysis of literature, transcripts of interviews, or audiovisual data. No specific prior knowledge is required to participate in this workshop but some knowledge about qualitative research is recommended.

After attending the workshop, the student will have an idea of the possibilities that ATLAS.ti offers to support qualitative analysis. The student is also able to create his own project, import documents, encode parts of them and perform the most common operations that are needed in

Scroll down for the course description
2020 IFMC International Week

the coding process. The student can also create word clouds and reports, export the codebook, link codes and create a network based on them. For more information, click on https://www.thehagueuniversity.com/practical-matters/library/research/atlas-ti for ATLAS.ti FAQ with an instruction for installation on your own laptop.

Course instructors

Mrs. Jolanda de Boe, Mr. Francesco Izzo, MA
Information Specialist for Economy Information Specialist for Management

https://www.dehaagsehogeschool.nl/studievoorzieningen/bibliotheek/over-de-bibliotheek/wie-doet-wat

Business Ethics

During this workshop/lecture we shall take a closer look at the following topics.

- What means ethical behaviour in a business environment?
- Why would a company go beyond what is strictly (legally) required?
- Why is globalisation relevant for business ethics?
- What are the UN guiding principles and how can they help business to identify and clarify standards of corporate responsibility and accountability with regard to human rights in a globalised world?
- An in class assignment on a case to answer the question: Who and what is impacted by the company as described in the case?

N.B. IFMC Students who intend to enroll in or attended already the elective course Business Integrity taught by Mrs. Alkemade are recommended to select another course due to overlaps between this course and the elective.

Scroll down for the course description
Sustainability and Integrated Reporting

Financial professionals could have a larger impact on the strategic stakeholder approach and sustainability issues in their organisations. By using Integrated reporting, the added value to society is reflected in the company’s annual report. This could be a first step to restructure your internal decision making process by implementing integrated thinking. After following this workshop, you’ll be able to recognize the components of integrated reporting and you’ve learned best practices on how to implement integrated thinking into your organisation.

Course instructor

Diana Zandee

Corporate Responsibility and sustainability

The interactive course 'Corporate Responsibility and Sustainability' is about transforming organizations in sustainable, responsible and future proof companies. It focuses on: 'Why should companies engage in sustainability strategies and what does it take to put those strategies in action'. Next to a theoretical framework it will be based on the book of Carola Wijdoogen '7 Roles to Create Sustainable Success', and her personal experience as a Chief Sustainability Officer of the Dutch Railways. During the course she will discuss with students- as change agents of the future - what roles and skills are needed to transform an organisation in a sustainable company.
2020 IFMC International Week

Course instructor

Carola Wijdoogen

Navigation with KPI’s

Navigating with KPI dashboards teaches you how to set up a well-arranged KPI dashboard via a structured approach. KPI’s are the central parameters to steer the daily business. So a coherent approach in which ambition, goals and performance are coordinated and deviations lead to concrete improvement actions is a necessary condition in every organisation. The workshop deals with a usable method to arrive at relevant and widely supported management information for all layers within the organization. The aim is to set up a dashboard that puts the action in motion. Tips and tricks from a broad experience will be shared. After this workshop you do realize why it is important to have a real connection with the strategy.

Course instructor

Eldert de Jager

A crash course in Design Thinking

Having in-depth knowledge of your subject matter is not enough in today’s workplace. Employers are looking for graduates who have got the right mindset and who have developed a broad set of 21st century skills. Included in this is, of course, a certain degree of self-knowledge, but it is

Scroll down for the course description
2020 IFMC International Week

also essential to understand the needs of your fellow workers and especially of your potential client.

Design thinking is a way to look at and solve problems from the perspective of what the end user, client, or simply put – the person with the problem – needs. It’s an iterative process that helps you to understand the user from both a functional and emotional point of view.

This Design Thinking workshop will show you how this process works in a fun, completely interactive and pressure cooker setting. You will learn to challenge current assumptions and re-define problems. Be prepared to think out of the box and to get out of your comfort zone!

Course instructor

Sushy Mangat

__________________________________________________________

PowerBI

(under construction)

Course instructor

(Photo here)

Robert Adriani

__________________________________________________________

Ending the procrastination vicious cycle

(under construction)

Course instructor

(Photo here)

Scroll down for the course description
The four different personality types that leaders should recognize

Different personality types work and communicate in very different ways. Learning how to identify and understand personality types based on common characteristics is a key component to effective, practical leadership. You will learn what personality type each of these personality types exhibit general characteristics, strengths, and weaknesses and need to be managed and communicated with in subtly different ways. Understanding the unique characteristics will help you successfully manage personality types to increase your job satisfaction, performance, and reach your goals.

Course instructor

Theo Bosma, PhD.

Social Entrepreneurship

Social entrepreneurship is an approach by start-up companies and entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices. Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive "return to society". Therefore, they must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. In this course, you will learn different aspects of the role of the social entrepreneur.
2020 IFMC International Week

Course instructor

Theo Bosma, PhD.

Gaining Intercultural Competence

In this workshop you will have the opportunity to improve your knowledge, attitudes and skills towards intercultural interactions. By taking part in practical activities and games, you will start to reflect on your own values, ideas and ways of interacting and how this might be perceived by someone from another cultural background.

We will briefly touch on theoretical models such as the Iceberg Model of Culture, Maslow’s Hierarchy of Needs and Deardorff’s Pyramid Model of Intercultural Competence, but the main focus will be on sharing ideas and knowledge through fun activities.

After having done this workshop, you will have the tools and information you need on your road to becoming an interculturally competent world citizen!

Course instructor

Casper Verschoor, MA.

LinkedIn, Cover Letter, CV, and Job Interviews Workshop

Writing a CV and Cover Letter and preparing for jobs is an iterative process. CVs and Cover Letters need to be adapted to each job while focusing on your core strengths and, fundamentally, answering the question: why should I hire you? With so much focus often on the CV and Cover Letter, LinkedIn is sometimes an afterthought, but employers typically view your LinkedIn page

Scroll down for the course description
2020 IFMC International Week

after they have found your CV and Cover Lettering interesting. Don’t let your LinkedIn page be the reason you are not hired. During this workshop, students will focus on the complete package: CV, Cover Letter, and LinkedIn profile. After the first workshop, students will have a completed LinkedIn Profile and a professional photo. With the facts on the page, students will go home with a completed LinkedIn page and get started on their Cover Letter and CV. During the second workshop, students will receive theory for job interviews and then practice job interviews during a speed dating activity. If students attend both workshops, their will have a finished package: CV, Cover Letter, LinkedIn Profile and practice preparing for interviews.

Course instructor

Rachel Dede

Setting Up A Business

By Tampere University of Applied Sciences

(under construction)

Course instructor

(photo here)

Instructor

Doughnut Economics, towards a new economic approach

Doughnut Economics is about working towards a new economy. It considers the ecological ceiling of our planet and the social foundation of its population as the boundaries for a safe and just place for humanity. This economy is both regenerative and distributive. During the course we will discuss doughnut economics and compare it with traditional approaches.

Scroll down for the course description
2020 IFMC International Week

Course instructor

Erik van den Ham

"Race to Space" Mini-project

‘Race to Space’ Case Study

Background: Three companies/billionaires are developing different programs for ‘space tourism’:

- SpaceX (Elon Musk)
- Blue Origin (Jeff Bezos)
- Virgin Origin and Virgin Galactic (Richard Branson)

In a 3-session case study you will – in groups - analyse and compare these three companies and assess their vision and mission, goals, products, target customers, financing, performance and success(es) as well as future plans and developments.

Course instructor

Rob Dorpmans

Scroll down for the course description
2020 IFMC International Week

Sustainable Finance: “Put your money where your mouth is (Money talks)”

In this course I would like to share some questions with you about how to finance sustainable investments?

With you I want to discuss how we can answer some of these questions.

For example:

- What are the 17 Sustainable Development Goals (SDGs)?
- Which one is more important for you?
- How can companies improve their sustainable investments?
- How can you rate investments on their SDGs?
- How can you rate countries on their sustainability?
- What are the possible difficulties companies has to face in practice?

In this course I would like to show you some realistic possible solutions. When you finished this course, you will have a clearer picture about sustainability in general and that you will have a better picture about how you and companies can make money “talk”.

Course instructor

Marcel Veloo

________________________________________________________

Financial Analysis for Investment Portfolio Management

Financial success is not a game of chance! Rather a calculated risk borne out of financial intelligence, energy and integrity. However, you can’t have the above without significant investment in your MIND. If you are not capable of investing in your mind, then you can forget investing in anything or achieving anything meaningful in life. Even worse is that no one will be willing to invest in you. Human mind is a powerful equipment of imagination that produces images or pictures from the information in the MIND. Therefore, these Financial Mind Workshops will be focusing on developing financial intelligence to predict the future of various financial

Scroll down for the course description
2020 IFMC International Week

instruments (options contracts, futures, bonds, commodities, stocks, foreign exchanges etc.) in order to manage investment portfolio for optimum return.

Course instructor

Ismael Abdulsalami

An introduction to Six Sigma

Six Sigma is a set of tools and techniques used by companies to improve production processes, eliminate defects and guarantee quality. Six Sigma helps in validating professionals who are skilled in identifying risks, errors, or defects in a business process and removing them. In this course, you will get a basic understanding of Six Sigma and how this process improvement tools can be implemented in a company.

Course instructor

Theo Bosma, PhD.

Integrated Reporting

As a PhD candidate for integrated reporting Egbert will give an overview of the current main frameworks for integrated reporting, including a critical reflection on the application of these frameworks, also providing an agenda for future research possibilities and challenges in the curriculum.

Scroll down for the course description
2020 IFMC International Week

Course instructor

Egbert Willekes

Financial Econometrics Workshop based on Event Study Approach

This workshop is based on event study method which is to assess the impact of an event on the value of a firm. For example, the announcement of merger/takeover between two business entities can be analyzed to see whether investors believe the merger will create or destroy value. The basic idea is to find the abnormal return attributable to the event being studied by adjusting for the return that stems from the price fluctuation of the market as a whole. At the end of this course, the participants will be in a position to generate abnormal returns through informational efficiency and can lead to Jackpot Bonanza for Investors.

Course instructor (visiting associate professor from Chitkara Business School, India)

Dr. Rajit Verma

Keynote session - Forum on CSR, Sustainability and Circular Economy

(This course is optional)

This keynote speech reflects on the outcome of the 1st International Forum of CSR, Sustainability and Circular Economy which was held in Madrid in June, 2019 and the 2nd International Forum held in The Hague in December, 2019.

Scroll down for the course description
2020 IFMC International Week

Course instructor

Theo Bosma, PhD.

Evening activities

Badminton Clinic
Under construction
Casper Verschoor

Beach Volleyball Clinic
Under construction
Erik van den Ham

Movie Night
Under construction
Rachel Dede