Dear friend of IFMC,

It is a great pleasure to invite you to the 2020 IFMC International Week. This event will be hosted by the Finance and Control domain and the International Financial Management and Control bachelor program of The Hague University of Applied Sciences and will take place 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.

The schedule of the week is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Monday 10 February</td>
<td>Keynote Speech (on Blockchain) and opening drinks: 15:30 – 17:30.</td>
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<td><strong>Morning (09:00 – 12:00)</strong></td>
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<td><strong>Afternoon (13:00 – 16:00)</strong></td>
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<td><strong>Evening</strong></td>
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<tr>
<td>Tuesday 11 February</td>
<td>Workshop round 1</td>
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<td>Workshop round 2</td>
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<td>Sports Night (19:30 – 21:30)</td>
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<td>Wednesday 12 February</td>
<td>Workshop round 3</td>
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<td>Workshop round 4</td>
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<td>Movie Night (19:30 – 22:00)</td>
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<td>Thursday 13 February</td>
<td>Workshop round 5</td>
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<td>Workshop round 6</td>
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<td>Pub Night (17:00 – late)</td>
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<tr>
<td>Friday 14 February</td>
<td>Keynote Speech (on 2nd Forum CSR &amp; Circular Economy): 10:00 – 12:00</td>
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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

1. 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

Date, Time & Location:

Monday 10 February, 15:30 – 17:00 in Ovaal 3.37
2020 IFMC International Week

2. Workshop ATLAS.ti

(Mandatory for all 4th-year students of 4-IFMC and 3rd-year students of 3-IFMC)

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 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

Date, Time & Location:

Tuesday 11 February, 09:00 – 12:00 in Ovaal 1.88

Wednesday 12 February, 09:00 – 12:00 in Ovaal 1.88

Thursday 13 February, 09:00 – 12:00 in Ovaal 1.88
3. 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.

Visit www.7roles.com for more information about Carola’s work and her new book!

Course instructor

Ms. Carola Wijdoogen, Director at Sustainability University Foundation and former Chief Sustainability Officer of the Dutch Railways

Date & Time:

Tuesday 11 February, 09:00 – 12:00
4. 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 restructuring 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

Ms. Diana Zandee, Manager Group Control at Schiphol Airport

**Date & Time:**

- **Tuesday 11 February, 09:00 – 12:00**
- **Wednesday 12 February, 09:00 – 12:00**
5. 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

Mr Eldert de Jager, founder of Fenmen and author of Het kompas: in 10 stappen echt grip op het bedrijfsresultaat

N.B. This is a workshop consisting of two parts. Make sure to enroll for both parts!

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6. Financial Econometrics Workshop based on Event Study Approach

This workshop is based on the event study method which is to assess the impact of an event on the value of a firm. For example, the announcement of a 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

Date & Time:

Tuesday 11 February, 09:00 – 12:00

Wednesday 12 February, 09:00 – 12:00

Thursday 13 February, 13:00 – 16:00
7. Business Ethics

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

- What does ethical behaviour mean 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 businesses 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 already attended the elective course Business Integrity taught by Mrs. Alkemade are recommended to select another course due to overlap between this course and the elective.

Course instructor

Ms. Godelieve Alkemade

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8. 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 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

Ms. Sushy Mangat, Senior Marketing Lecturer and Team Leader at THUAS

Date & Time:

Wednesday 12 February, 09:00 – 12:00
9. Power BI

Data Analysis/ Business Intelligence is a crucial skill in today’s information age. Designing, creating and using meaningful visual reports/ dashboards for the specified user is a business tool that will support better, more efficient decision making in any organization at all levels.

In this workshop, you will be given an introduction to the concepts and techniques which are the basis of the application Microsoft Power BI.

- Learn how Power BI services and applications work together.
- Understand Power BI service basic concepts and terminology.
- Explain the relationship between dashboards and reports, visualizations, and tiles.
- Explore Power BI visuals
- Learn how to create compelling visuals and reports.
- Explore how filters are applied to your data
- Learn about different ways that you can filter reports
- Learn how your reports/ dashboards will be made available to all relevant users.

The workshop will be a combination of presentations and hands on working in Microsoft Power BI itself. At the end you will hopefully be convinced that this is a tool that belongs in your collection of competencies before starting your career.

Course instructor

Mr Robert Adriani

**Date & Time:**

**Wednesday 12 February, 09:00 – 12:00**

**Thursday 13 February, 09:00 – 12:00**
10. Ending the procrastination vicious cycle

Are you a procrastinator and do you want to feel better, be more productive and achieve your goals? If your answer to these questions is yes, then this workshop will be good for you! The workshop gives you an introduction to a greater understanding of the patterns that make you put things off. You will find out what kind of procrastinator you are, what type of things you procrastinate about and what can help you to find your motivation. We will discuss a bit of theory and do a number of exercises to help you start on the path of understanding, and dealing, with procrastination. There is no quick fix to procrastination, if there was it wouldn’t be an issue 😊.

Course instructor

Mr Robert Adriani

Date & Time:

Tuesday 11 February, 13:00 – 16:00

Wednesday 12 February, 13:00 – 16:00
11. 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 that 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

Mr. Theo Bosma, PhD.

Date & Time:

Thursday 13 February, 13:00 – 16:00
12. 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 broaden 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.

Course instructor

Mr. Theo Bosma, PhD.

Date & Time:

Wednesday 12 February, 13:00 – 16:00
13. 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

Mr. Casper Verschoor

Date & Time:

Wednesday 12 February, 09:00 – 12:00

Thursday 13 February, 09:00 – 12:00
14. 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 after they have found your CV and Cover Letter 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, LinkedIn profile, and job interviews. CVs and Cover Letters will be drafted using current job and/or internship vacancies. By the end of this workshop, students will have learned and practiced the STAR method used in interviews. This workshop is a combination of theory and practice.

1st hour: CV/Cover Letter
2nd hour: LinkedIn
3rd hour: Job interview practice

Course instructor

Ms. Rachel Dede

Date & Time:

Tuesday 11 February, 13:00 – 16:00
Wednesday 12 February, 13:00 – 16:00
Thursday 13 February, 13:00 – 16:00
2020 IFMC International Week

15. Doughnut Economics, towards a new economic approach

Doughnut Economics – by Kate Raworth – 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.

Course instructor

Mr. Erik van den Ham

N.B. This is a workshop consisting of two parts. Make sure to enroll for both parts!

Date & Time:

Part 1: Tuesday 11 February, 13:00 – 16:00

Part 2: Thursday 13 February, 13:00 – 16:00
16. "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

Mr. Rob Dorpmans

Date & Time:

Tuesday 11 February, 09:00 – 12:00
Wednesday 12 February, 09:00 – 12:00
Thursday 13 February, 13:00 – 16:00
17. 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:

- What are the 17 Sustainable Development Goals (SDGs)?
- Which one is most 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 have to face in practice?

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

Course instructor

Mr. Marcel Veloo

Date & Time:

Tuesday 11 February, 13:00 – 16:00

Thursday 13 February, 09:00 – 12:00
2020 IFMC International Week

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

Course instructor

Mr. Ismail Abdulsalami

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19. 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.

Course instructor

Mr. Egbert Willekes

Date & Time:

Thursday 13 February, 09:00 – 12:00
2020 IFMC International Week


Date & Time:

Wednesday 12 February, 09:00 – 12:00

Wednesday 12 February, 13:00 – 16:00
2020 IFMC International Week


(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.

Course instructor

Theo Bosma, PhD.

Date, Time & Location:

Friday 14 February, 10:00 – 12:00 in Speaker’s Corner
2020 IFMC International Week

Evening activities

Sports night at Sportcampus Zuiderpark

Tuesday 11 February 19:30 – 21:30

1. Badminton Clinic

19:30 – 20:30 (Maximum of 12 participants)
20:30 – 21:30 (Maximum of 12 participants)

Mr. Casper Verschoor & students of International Sports Management.

2. Volleyball Clinic

19:30 – 20:30 (Maximum of 12 participants)
20:30 – 21:30 (Maximum of 12 participants)

Mr. Erik van den Ham & students of International Sports Management.
2020 IFMC International Week

**Movie Night**

*Wednesday 12 February 19:30 – 22:00*

Speaker’s Corner: Guardian of the Galaxy

Mandela Room: Casablanca

Kennedy Room: 99 Homes / Margin Call

Organizer: Ms. Rachel Dede

**Pub Night**

*Thursday 13 February 17:00 – ?????*

Organized by the Student Support Team of IWIFMC2020