

HU International Staff (Teaching) Week - Business Studies

HU University of Applied Sciences Utrecht, the Netherlands is proud to invite its partners, colleagues and friends to the International Staff-Teaching Week in Utrecht, 3 – 7 March 2025. This week is a joint initiative, where the international weeks of several HU institutes come together.

Parts of the event are organised 'HU-wide', for all the visiting staff from the various HU domains, alongside the 'content-related' components which are organised by specific degree-programme-related institutes/departments. In this document we will take you to the activities that HU Business School engages in this International Week.

Please note:

- The HU-wide programme includes lunch on Monday, Tuesday, Wednesday and Thursday, dinner on Tuesday, a Field Trip on Wednesday and the Network Reception on Thursday afternoon;
- The participation fee for the International Staff-Teaching Week is 75 Euros per person

Please find the programme of specifically **HU Business Studies in this document on page 2** of this document; once you have explored it, and if you are interested to be part of this international gathering at HU, please follow the steps below.

Do note that some activities overlap, so you can draft your programme to your own wishes. If you indicate (see under, page 3-5) that you want to join specific classes we will endeavour to schedule a smooth fit (given that the regular roster is currently not set).

If you want to join us in Utrecht, **please take the following steps:**

- Step 1:** Please confirm your presence through [this link](#)
- Step 2:** If you **want to join our workshop** "Embrace AI for teachers/researchers" on Tuesday 4 March (9 -14.30 hrs.) or on Thursday 6 March (9 -14.30 hrs), please register through [this link](#)
- Step 3:** If you **want to act as a (co-)teacher or observer in any of the classes** that are open for visiting teaching Staff on 4, 5 or 6 March, please confirm so through [this link](#). In this case our HU 'hosting' teachers will contact you to discuss the details
- Step 4:** Following Step 1 (your registration for the event), we will send you a payment link for 75 Euros

We are excited and looking forward to welcoming you and/or your colleagues at HU University of Applied Sciences Utrecht this Spring!

Programme HU Business Studies for visiting staff 3 – 7 March 2025

HU-wide activities are indicated in blue

The programme of HU Business Studies specifically is indicated in black

Monday 3 March	Tuesday 4 March	Wednesday 5 March	Thursday 6 March
<p>12.00-13.00 Arrival and central lunch</p> <p>13.00-15.00 Welcome and keynote</p>	<p>8.30-17.00 Attend classes - explore "Open Classes" on page 3-5 and please indicate your interest here</p> <p>9.00-14.30 Workshop "Embrace AI for teachers/researchers" – How to make your work more fun, your life easier and increase the quality of students' learning – please register here if interested</p> <p>12.00-14.00 Lunch – central square</p> <p>17.30-18.30 Tour through the medieval city of Utrecht, followed by dinner</p> <p>18.30 Dinner in Utrecht center</p>	<p>8.30-17.00 Attend classes - please indicate your interest here; explore "Open Classes" on page 3-5</p> <p>Field visit</p> <p>12.00-14.00 Lunch – central square/lunch bags</p>	<p>8.30-16.30 Attend classes - please indicate your interest here; explore "Open Classes" on page 3-5</p> <p>9.00-14.30 Workshop "Embrace AI for teachers/researchers" – How to make your work more fun, your life easier and increase the quality of students' learning – please register here if interested</p> <p>12.00-14.00 Lunch – central square</p> <p>15.30 Networking reception</p>

“Open Classes”: Invitations for joining classes on the premises (1 -9)

The International Staff-Teaching Week provides you with an opportunity to meet and/or work with HU colleagues in your field. Please have a look below if any of the ‘Open Classes’ align with your expertise and/or interest. If so, [please indicate so on this form](#), latest **31 January 2025**

ID	Subject/course (name of the course)	Degree programme + level/year that your course is offered to students	Topic(s) that are due/to be covered in this specific week/class	Other information, details of the course and/or topics (everything relevant for your potential guest colleague)	Name of HU colleague
1	Thesis Supervision session	Bachelor Creative Business - Year 4	Students present their ongoing work on their graduation projects, to discuss with the coaches. Topics and themes will be centered at one client, but might go into very different directions in developing solutions.	I would love to invite an international colleague to join one of the graduation coaching sessions. It would provide the students with an excellent way to have another sparring partner, with a different perspective. My students are working on project that concern a fully international target audience. For myself, it would also be great to get a view on how this kind of coaching in higher levels is done by intl. colleagues in a different university context.	Alexandra Gaspar
2	Tech4Good (Technology Workshop)	Bachelor Creative Business – Year 2	Tech4Good (Technology Workshop)	I would love to invite an international colleague to join the workshop an offer me and the students a valuable opportunity for feed-forward	Bei wang
3	Media Culture	Bachelor Creative Business – Year 2	Media Culture Media Culture is an introduction to media studies, which focuses on the international media landscape. It offers students an overview of		Carla Traini

			the cultural, social and historical concerns that matter when working in the contemporary media industry. Students reflect on their role as active audiences, consumers and users of global media content. They analyse contemporary trends and conflicts in current media culture. Within class, students debate the social aspects of these new developments in the field of media. Building on the class activities, they will do a critical analysis of a topic in the global media landscape and defend their statement in a video essay.		
4	Business Communication	Bachelor Bachelor Marketing Management – Year 2	Business/workplace communication: e.g. participating in meetings.	This practical component is part of the Business English course focusing on the 'Use of Language' (extending range of Business-related vocabulary, grammatical structures and functional language). Target level/language proficiency: B2/C1	Pauline Hendriks
5	Sales	Bachelor Marketing Management - Year	The course consists of Sales Trainings. Each week the focus is on one of the phases, students will practice the Sales meeting during class. Sales settings are always BtB in complex sales situations. We teach consultative selling	The visiting colleague could either observe, take the role of the client or serve as the judge	Pauline Hendriks
6	Marketing Management - Tutorial	Bachelor Marketing Management - Year 3	This class meeting is part of a COIL. In this course, our HU students work together with students of the University of Maryland (USA) on Exportmarketing. Today's meeting is meant to give each other feedback. US students will comment on the Dutch students' plan for US entry and vice versa, when doing so both the US and the Dutch lecturer visit the teams	Wednesday 5 March, 15.30 hrs. CET I am looking forward to welcoming colleagues to either actively participate in or observe the class	Arend-jan Diephuis

7	Corporate Finance	Bachelor International Business – Year 3	Investment Appraisal – Investment Decision Rules Cost of Capital & Capital Structure		Samuel Ackah
8	Global Enterprise Project	Bachelor International Business -Year 1	The course is built around the Global Enterprise Experience, a project in which students make a business plan for a SDG-based product or service, to be executed in <i>digital</i> collaboration with a team of 8 students from universities around the world Topics Wednesday 5 March: 1.Decision making: an exercise or how to come to decisions for the Social Impact Project. NATO exercise to come to goals and decisions 2.Communication: Giving and receiving feedback	The visiting colleague can join the class and assist in the exercise or just observe	Wouter Veldhuis
9	Personal Branding	Bachelor International Business -Year 1	During this week, I shall discuss the three habits of Covey that concern interdependence (4. win-win, 5 seek to understand before you are understood and 6, Synergy). Students are also required to make a cv and cover letter for an application in this week		Nienke Spanauf

If you want to join any of the 'Open Classes', [please indicate so on this form](#), latest **31 January 2025**