

IWBAS2018 – content of teaching sessions:

Wednesday 21.3.2018:

Gijs Vermeulen

Transparency of CSR Performance

Explanation of the concept of CSR, what it actually is, how transparency is currently reported, how it can help for business decisions and a practical case of how to calculate CO2 emission internally and in the supply chain.

Magdalena Markiewich & Iwona Sobol

Foreign Exchange Market in the World – functioning and development

Foreign exchange (FX) rate is the price of one currency against another currency. Foreign exchange rates are the important factors in trade and financial markets, indicate the level of country's economic status and influence the purchasing power parity. Exchange rates play a critical role in economy in the world, that is why are among the most observed and analysed economic factors. The workshop will give the overall description of world currencies, direct and cross rates evaluation and the status of financial centres. We will discuss the features of financial centres, international currencies and ongoing changes in the world currency system relations, including internationalisation of dollar, euro and renminbi and the impact of Brexit and The Silk Road Initiative on the foreign exchange market.

Stephanie Swartz

Working in Multicultural Teams Communication

In this workshop we discuss the difficulties of cross-cultural communication when engaging in team work, both virtually and face to face, and how to best prepare oneself for these difficulties. We take a look at cultural theories such as Hofstede and Hall and how these can help us prepare for the challenges of working with people of different cultural backgrounds. We also focus on the strengths different cultures bring to the team and different methods for improving interactions in a multicultural work environment.

José Ruiz de Portal Tranche

Value-Based Scorecard: Linking Value-Based Business Philosophy to Corporate Strategy

Value-Based Management and the Balanced Scorecard are both very well known managerial concepts. However, neither of them is yet firmly anchored in business practice. Value-based management does not often go further than depicting a theoretical framework. The balanced scorecard, though widely implemented, does not play a major role in value-added strategies.

Agota Szabo

The 7 myths of corporate governance

We would discuss the 7 most common myths and ideas people usually have in mind when it comes to corporate governance. We would look at to what extent those myths are true and discuss the possible ethical implications of each topics for board governance.

Vania Tsonkova

How to select optimal capital structure?

The lecture considers the influence of the ratio between equity and debt financing on the financial risk and the ROE (return on equity), which in turn has a direct link with the strategic goal of financial management -

increasing the value of the company. The factors for improving the capital structure are discussed. The lecture also includes real examples for optimizing the capital structure of the company.

Jana Zverinova & Monica Hrebackova

Intercultural Communicative Competence for Students of Business and Management

HE students of Business and Management should be equipped with many skills and competencies for their future careers if they want to successfully join the international market. Indisputably, intercultural communicative competence (ICC) belongs to one of the most crucial competencies of the current world. The workshop will brief the participants on the background and main objectives of the telecollaborative ICC project implemented at several European universities as well as it will provide the audience with deeper insight into the telecollaborative project work bringing hands-on practice of selected tasks in the project.

Joost Hintjens

Sustainability and logistics

Logistics & sustainability: (Almost) everybody likes to have nice clothes and a fancy smartphone, a huge flat screen and all this preferably at the lowest cost possible. This has led to global supply chains where goods are produced at the lowest cost location and then shipped across the globe for even a marginal additional production operation. This global transport has a negative effect on the environment and logistics and sustainability are often considered to be opposed to each other.

This lecture starts by showing why we need to take care of sustainability and, to the surprise of many, that logistics can play an active, positive role in this.

Alexander Grit

Serendipity and entrepreneurship

Serendipity is the art of finding the unsought. This is a skill that is essential for students who want to become entrepreneurs. Alexander Grit has been working on finding methods to implement serendipity in educational settings for ten years. During the interactive class Alexander will guide the audience through his fascinating projects and provide tools for building an own serendipitous classroom.

Sanel Halibegovic

Cryptocurrency phenomena and its effect on global economy

In the past year cryptocurrencies have really come bashing the financial markets all over the world. Unknown to majority of people, those recognizing cryptocurrency potential could score really great returns on their investments. Since these currencies, don't have the central bank, don't have the agency that controls them, don't have the fundamentals that could be analyzed, question arises how and what powered an amazingly high growth of cryptocurrencies? What fueled and draw investors into them. Is it time to draw new road maps of investing? Is it a new world order as some analysts claim? What lies behind the phenomena of cryptocurrency, how it affects the mainstream monetary system, how it affects banks and financial institutions and what can we expect in the future.

Andre Van den Heuvel

The Dutch Economy and HRM

1e: workshop: The Dutch Economy and HRM: Interesting facts of the Hague University of Applied Sciences, interesting facts of The Hague, interesting facts of Holland, leadership styles, what is HRM?, cultural differences per European country.

Thursday 22.3.2018:

Judit Török & András Kétyi

How much does the world cost & Crowdfunding

- 1. "How much does the world cost?": Compare and visualize the living costs of Tampere, Finland and Budapest, Hungary
- 2. "Crowdfunding": Pick up and present a startup idea you want to get supported. Try to convince your audience about your choice.

Jakob Pfeffer

Moderation Techniques for Project Meetings

Interactive Simulation of project meetings and implementation/discussion of useful moderation techniques.

Kevin McLoughlin

The Future of Food

This session will explore the current issues related to the food consumption, identify the factors which will influence future food supply and finally segment future food consumers.

Rainer Schnauffer

Forecasting Sales and Revenues

One of the crucial success factors for the EBIT is a precise forecasting of revenue and sales. The lecture will provide an overview of existing forecasting methods.

Judit Gébert

Is Responsible Research and Innovation (RRI) really responsible?

According to many economic theory, innovation is the fuel of economic growth, because it ensures the competitiveness of the companies. Nowadays, the notion of Responsible Research and Innovation (RRI) gets more and more attention because the concept highlights the possible risks of the innovation systems for the society and environment and tries to provide solutions for avoiding the unintended side-effects of the innovation processes. Current lecture examines the concept of RRI through the example of design for capabilities and argues that it is not enough to have responsible actors at micro-level but RRI should also reflect on the dominant structures of the society, where the opportunity for control is much harder.

Zsafia Makranyi

How to be a successful business communicator? Negotiation techniques

Communication in business with clients, partners, suppliers is very important in order for your company to become successful and eventually profitable. Though some business people are born with the gift of persuasion, the ability of turning meetings in a way that is favourable for them, preparation for meetings is essential, as well as having the necessary negotiation skills and techniques that can and should be learnt. This workshop intends to give participants some practical tips to become successful negotiators in their line of business.

John Harding

Phytochemicals in Food

The purpose of my presentation is to provide an understanding as to why free radical metabolism seems to occupy a central common position in the mechanisms of so many seemingly unrelated types of human disease by causing significant damage to living cells and tissues and why phytochemicals which are a non-nutritive plant chemicals that have protective or disease preventive properties beyond those conferred by their vitamin and mineral contents are still largely seen mainly by the medical profession as “taboo”.

Marijke Bowen

Entrepreneurial Skills

What skills do you need to become a successful entrepreneur? It helps if you have certain skills or an expertise in a key area, but these do not define the characteristics of entrepreneurship. Instead key qualities can be traits and social skills are needed to build great teams. If you want to start a business, it is essential to learn specific skills that underpin these qualities. In an interactive session you will become aware of your own strengths, traits and the essential skills you need to be a successful entrepreneur.

André Van den Heuvel

HRM and Business

2e workshop: HRM and Business: What is a budget, different ways of constructing a budget of costs of staff, some exercises and real life examples.

Victoria Pajor (Includes PARTS 1 & 2)

What to include in a Business Plan

A mini team project to raise students' awareness of the different aspects of starting a business with the aim of teaching the proper headings and relevant vocabulary of an adequate business plan. Using the students' creativity of inventing a product/services that could become a lucrative business I wish to focus on the initial problem of raising sufficient capital, thus providing a contextualised environment for applying the acquired language in their final draft of the business plan. Because of the limited timeframe it can only be a mindmap version or content page of a business plan.

José Ruiz de Portal Tranche

Value Drivers in the Hospitality Industry

- Hospitality value chain: Hospitality business model and value proposition, Asset structure, Cost of capital
- Corporate Social Responsibility
- Disruptions in the hospitality value chain (risk drivers)
- Key value drivers in the hospitality industry: Prices and revenues, Employment costs, Materials and overhead costs, Property (assets)
- Optimizing asset value: Hospitality value tree, Economic value

This lecture will show how combining both concepts into a single Value-Based Scorecard can contribute to increase the value of the business.

Joost Hintjens

The Beergame (Includes PARTS 1 & 2)

A role-play supply chain simulation that lets students experience typical supply chain problems. In the beergame, students enact a four-stage supply chain. The task is to produce and deliver units of beer: the factory produces and the other three stages deliver the beer units until it reaches the customer at the

downstream end of the chain.

The aim of the players is rather simple: each of the four groups has to fulfil incoming orders of beer by placing orders with the next upstream party. The game invariably results in what is known as “the bullwhip effect”.