Breda University of Applied Sciences
Academy of Facility Management
Exchange Programme Spring Semester 2018

www.buas.nl

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Introduction

Dear prospective exchange student

Thank you for considering Breda University of Applied Sciences, International Facility Management as a possible exchange destination. Brace yourself for an entirely new and exciting experience at Holland's only fully English taught Facility management programme.
For 5 times in a row our programme was rated Best *Facility Management Education* in the Netherlands.

The Academy of Hotel & Facility Management was founded in 2002 offering its students an entirely English taught programme leading to an internationally recognized BSc (Bachelor of Sciences) in Facility Management.

The Academic year 2018-2019 will be a very special one (for us): the move of the first academies to the renovated convent, which will be the first step on our way to a NEW campus, the start of a NEW strategic period and above all the introduction of a NEW name, a NEW logo and a NEW corporate identity! As from 1 September 2018 we will be called Breda University!

Ever since its inception, the Academy of Facility management has rapidly grown into one of the leading Dutch institutes in its kind, thanks to its state-of-the-art-premises (including a student run kitchen and restaurant and multiple meeting & student facilities), dynamic staff and motivated students.

What characterises the Academy most, however, is its innovative curriculum and alternative way of 'coaching' (not teaching) students to become self-responsible, result-oriented, communicative and innovative young professionals. It goes without saying that this can only be achieved in close co-operation with the real-life facility industry. We kindly invite you to experience this new way of studying for one semester yourself!

The brand new Campus of Breda University of Applied Sciences

1**. Key dates for Spring semester.**

28 January - 14 June 2019	Start-end spring semester
28 January 2019	Start Academic Programme
4 March – 8 March 2019	Carnival break
15 April – 19 April 2019	Exam week
29 April– 03 May 2019	Spring Break
27 May- 31 May 2019	Project Presentation
03 June – 07 June 2019	Re-sit week
10 June till 14 June 2019	Study field trip*
15 June 2019	End of Programme

2. Programme Spring Semester (28 January – 14 June 2019)

!!! Please note that the Academy offers a fixed programme without free electives. In other words students can choose courses as listed below, but NOT combine them with any other courses in or outside the Academy of Facility Management.

Code	Title	ECTS	
EFM2.ACC-TR1-01	Accounting	3	
EFM2.MA-TR1-01	Marketing	4	
EFM2.OM-TR1-01	Operations Management	4	
EFM2.MI-TR1-01	Management Information Systems	4	
EFM2.IP2-TR1-01**	Integrated Project: Corporate Real Estate Management	6	
EFM2.PM-01	FM specific course (Purchasing Management)	3	
EFM2.MLS-01/ EFM2.MLS-02	Management and Leadership Skills: Event Management	2	
EFM2. DCS-01	Basic Dutch Course	2	
EFM2.MDP-01	Management Development Programme	2	
	TOTAL	30	

** Integrated Project (6 ECTS) can only be chosen in combination with Accounting, Marketing, Operations Management and Management Information Systems.

3. Course Descriptions

Course Code	EFM2.ACC-TR1-01
Course Title	**ACCOUNTING**
Course Coordinator	John Mackillop mackillop.j@nhtv.nl
Language of Instruction	English
Semester	January - June
Teaching Hours	
Semester	SEMESTER 4
Module	Managing business performance and hospitality innovations
Mode Of Delivery	lectures + workshops
ECTS credits	3
Learning Outcomes	By the end of this module students should be able to: 1.Identify the different types of costs found in a company and their relation to the P&L account; 2. Recognize the importance of Contribution in a firm's decision-making processes, and use it to determine cost allocation, break-even, and cost based approaches to pricing; 3. Distinguish between the different types of budget, and their relationship with standard costing and variance; 4. Distinguish between the different types of budget, and their relationship with standard costing and variance
brief description	Accounting in general can be defined as 'A series of processes and techniques used to identify, measure and communicate economic information which users find helpful in making decisions'. Financial accounting, with its emphasis on the accounts (profit and loss, balance sheet and statement of cash flows) focuses on the needs of external users, and is backward looking, or historic, in nature. Managerial accounting, on the other hand is intended to help managers – in all areas of the organization, rather than just the finance department - make decisions with a view to improving future results. It is therefore focused on the internal users and more forward looking. The break-even level of output, allocation of overhead costs to the appropriate department, cost control, budgeting, and pricing decisions are all part of managerial accounting.
Literature	Schmidgall, Raymond S. (2011) Hospitality Managerial Accounting 7th Ed. AHLA, Michigan USA (SCH) Gowthorpe, Catherine (2011) Business Accounting and Finance 3rd Ed. Cengage Learning, Hampshire, UK (Gow)
Assessment & Criteria	
Prerequisites	

Course Code	EFM2.MA-TR1-03
Course Title	**MARKETING**
Course Coordinator	Marjolein Meeuwissen Meeuwissen.m@nhtv.nl
Language of Instruction	English
Semester	January - June
Teaching Hours	
Module	Managing Business Performance and Hospitality Innovations
Mode Of Delivery	Lectures
ECTS credits	4
Learning Outcomes	The course aims to make students competent in critical areas of services marketing, e-marketing
brief description	With a strong focus on creating valuable experiences and meaningful customer-to-customer and customer-to-firm relationships, companies need to build trust, to understand customer context, perceptions and feelings, and to facilitate interactions between many service actors. Today's customer is collaborative and often wishes to be considered as a partner, rather than as a consumer. Marketing is the business function which deals with customers' needs and wants. The role of marketing management is to help companies better understand customer preferences, use that knowledge to create value through designing brands, products and services, and determining best ways to price, communicate, deliver and interact. **Facility Management:** Even in environments where technical product quality is critical, service and interaction processes become ever more important and customised. This poses important challenges for organisations, systems and people to become ever more customer centric. **Hospitality Management**: As supply of services is wide and highly competitive and as customers wish to have access to supply at the tip of their fingers, hospitality organisations see that their business and services are largely online, and can easily be found. As businesses and customers today live 'in the moment' it means that services, products and prices are highly dependent on people, situations and contexts for their continued existence. This forces service organisations to have smart information, decision support and content systems in place. Today's complex and dynamically changing customer profile includes customers' traits (gender, culture, needs etc.), connections, past purchases and experiences, product knowledge, user experience, needs, desires, preferences, expectations, interactions and finally evaluations of service and relationship performance. To measure service impact and organisational performance, organisations are prompted to collect and process customer profile information and customer feedback in real-time.
Literature	Wilson, A., Zeithaml, V., Bitner, M.J. & Gremler, D. (2016). Services Marketing: Integrating Customer Focus Across the Firm. 3rd European edn, UK; Lectures slides/ workshop slides (subject to change)
Assessment & Criteria	Assignment
Prerequisites	

Course Code	EFM2.OM-TR1-02
Course Title	**OPERATIONS MANAGEMENT**
Course Coordinator	Harry Reinders Reinders.h@nhtv.nl
Language of Instruction	English
Semester	January – June
Teaching Hours	
Semester	SEMESTER 4
Module	Managing Business Performance and Hospitality Innovations
Mode Of Delivery	Lectures
ECTS credits	4
Learning Outcomes	The learning goals of the course Operations Management in Main Phase 1 are the following: **Understanding Operations Management:** 1. Know and understand the core principles of operations management 2. Know and understand how operations management influences effectiveness and customer satisfaction. 3. Know and understand the different types of operation processes and understand their implications for operations management **Managing Operations:** 4. Know and understand how operations is managed Define types of processes and apply tools to organize processes **Designing and developing Operations:** 5. Know the essence of process design and HR design related to development of operations management 6. Know and understand the concept of operational innovation. 7. Know and understand how to differentiate between a range of contemporary operations strategies and how these may be used to deliver order winners **Matching organisations, operations, end-users & real estate:** 8. Know and understand the importance of aligning corporate real estate management with the corporate strategy. 9. Know and understand the importance of, and difference between strategic real estate procurement options and customer-focused procurement options. 10. Know and understand the role and importance of corporate relocation and new workplace strategies. 11. Know and understand the importance of maintenance, sustainability, value management and BIM in CREAM. 12. Know and understand the importance of performance management and benchmarking in CREAM 13. Know and understand the importance of organisation-orientated decision-making in CREAM
brief description	Operations Management is a significant activity in most organisations. Most people in an organisation work in the operations function, most of the cost is spent on operational activities, and probably most of the value created derives from operations. This applies to all kinds of organisations from offices to factories from railway stations to hospitals. In this course four 'step stones' will be offered; • Understanding operations management • Managing operations management

	• Designing and developing operations management • Matching organisations, operations, end-users & real estate The various interrelationships within Operations and Facility Management will be discussed by focussing on "people", "places" and "processes". Topics within the field of service management, performance management, quality management, capacity management, supply chain management, workplace management and real estate management will be addressed. The course is set up in alignment with the Deming's PDCA (Plan, Do, Check & Act) cycle. Each part (step stone) will be finalized with an assignment in order to put theory into practice.
Literature	Jones, P., & Robinson, P. (2012). Operations management. Oxford University Press Atkin, B., & Brooks, A. (2014). Total facility management. John Wiley & Sons (subject to change)
Assessment & Criteria	Assignment
Prerequisites	

Course Code	EFM2.MI-TR1-03
Course Title	**MANAGEMENT INFORMATION SYSTEMS**
Course Coordinator	Hans Winsnes Winsnes.h@nhtv.nl
Language of Instruction	English
Semester	January – June
Teaching Hours	112 hours (Contact hrs: 30 Self Study hrs: 82)
Semester	SEMESTER 4
Module	Managing Business Performance and Hospitality Innovations
Mode Of Delivery	Lectures
ECTS credits	4
Learning Outcomes	1. Students will be able to identify organizational challenges of IT implementation in an organization from a socio-technological perspective. 2. Students will have a clear understanding of DataBase Management Systems (DBMS) effectiveness as it relation to an organizations operational effectiveness. 3. Students will be able to associate with relevant software and hardware platforms in order to support effective communication e-business platform. 4. Students will have a thorough insight into organization's application and use of E-business as related to operation in a global competitive business setting. 5. Students will obtain essential insight to an organization need for data protection in protecting organizational resources through implementation of relevant industry security practices. 6. Students will be able to demonstrate in-depth knowledge of systems used for operational excellence related to client and customer intimacy. 7. Students will demonstrate a high level of understanding and potential application of the commercial opportunities and values of e-commerce through various electronic platforms. 8. Students will be able to apply the fundamental principles of Enterprise-wide Knowledge Management as it relates to retention of knowledge assets of a firm. 9. Students will demonstrate and apply advanced knowledge in the

	applications of professional software (Microsoft Outlook & PowerPoint) in order use
brief description	The program builds on fundamental as taught during year 1 (MIS-1), as being an introduction and the foundation to MIS in a Digital Firm. Students will be further exposed to and explore various ways in which information technology relates to organizational objectives and goals given the increasing inter-relationship between these two in today's global world. As such topics related to different types of Information Systems Technology for Business in the applications of Business Intelligence, Communication Platforms, Security of Information Systems, and Operational Excellence, will be covered. Focus will be on integrating MIS as a support function for organizational overall improved productivity outcomes as a business support function achieving an overall company strategy. Case based workshops, related to relevant business scenario's, are provided to confront students with practical solution applications through process improvements, aiming at implementation of operational support through organizational strategies derived from set objectives. Students will continue to build on fundamental introductory professional software applications taught in the 1st year. Intermediate skills in Microsoft Outlook & PowerPoint will be provided through workshops and e-learning courses. Management Information Systems are greatly related to Operations and strategic objectives. Focus will therefore be on integrating as much industry relevant examples as possible to demonstrate relevance towards MIS.
Literature	Management Information Systems - Managing the Digital Firm (Global edition) Kenneth C. Laudon & Jane P. Laudon (14th. Edition): Part 2, Chapter 5-11, ISBN-10: 1292094001 • ISBN-13: 9781292094007 Microsoft office latest version. English version. Microsoft office software on Mediaplus learning environment (license for 3 years) • Exam on Certiport. • N@tschool: all lecture presentations are uploaded.
Assessment & Criteria	Learning outcomes will be measured through one exam and one test which consist of: 1. Multiple Choice and Open Case Questions (no computers allowed) 2. Professional software
Prerequisites	

Course Code	EFM2.IP2-TR1-01
Course Title	**INTEGRATED PROJECT: Service Innovation Design**
Course Coordinator	Baukje Dijkema
	Dijkema.b@nhtv.nl
Language of Instruction	English
Semester	January – June
Teaching Hours	
Semester	SEMESTER 4
Module	Managing business performance and hospitality innovations
Mode Of Delivery	lectures + workshops
ECTS credits	6
Learning Outcomes	The Learning outcome and used literature will be published within 3 weeks, due to changes.
Brief description	The purpose of the Integrated Project is to bring together all learning experiences and knowledge gained during the preceding module (" Managing business performance and facility innovation" In this concluding project, students will be challenged with a final assignment which will require them to assimilate all knowledge, insight and understanding gained during main phase 1 into a comprehensive product. This product is based on integrating knowledge from all courses in this module.
Literature	..
Assessment & Criteria	..
Prerequisites	

Course Code	EFM2.PM-TR1-01
Course Title	**SPECIFIC PROJECT: Purchasing Management**
Course Coordinator	Harry Reinders
	Reinders.h@nhtv.nl
Language of Instruction	English
Semester	January – June
Teaching Hours	
Semester	SEMESTER 4
Module	Managing business performance and hospitality innovations
Mode Of Delivery	lectures + workshops
ECTS credits	3
Learning Outcomes	The learning goals of the course Purchasing Management in Main Phase 1 are as follows: - Understand the definition and core principles of Purchasing Management; - Understand and apply the key elements of the purchasing process; - Analyse organisational buying behaviour and decision making in purchasing processes. - Create insight in buying facility services - Determine the difference between operational and tactical purchasing & analyse professionality level of the purchasing department - Analyse a purchasing portfolio and make spend analysis. - Understand the basics of Contract management

	8. Develop a vision on innovation in purchasing and circular purchasing
brief description	Purchasing Management from both supplier as from buyer (mostly FM organizations) perspectives will discussed in this course. Theory and practice of the course will be focusing on purchasing management and processes in general, purchasing FM services, analysing spend and purchasing portfolios and creating insight in professionalizing purchasing in organizations on operational and tactical level. Finally contract management, innovative and circular purchasing will be discussed
Literature	Van Weele, A., 2014, Purchasing & Supply Chain Management, 6th ed., Cengage Learning EMEA,
Assessment & Criteria	Multiple choice exam
Prerequisites	

Course Code	EFM2.MLS.EM-02
Course Title	**MANAGEMENT AND LEADERSHIP SKILLS: EVENT MANAGEMENT**
Course Coordinator	Wil Gooskens Gooskens.w@nhtv.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	Pm
Mode Of Delivery	Lectures, Tutor Meetings, organising an event
ECTS credits	2
Learning Outcomes	After completing this theme, students: • are able to design a feasible event concept (including: description of the event and the event theme, description of the goals of the event, timing of the event, global F&B concept (if applicable)) • are able to apply event marketing to the approved event concept • are able to format a preliminary event budget, including a complete overview of all expected costs and revenues • are able to apply financial management including budget, break event calculation, cash flow and calculation of prices • are able to write a feasible script which will be the basic foundation of the event • are able to execute the event based upon the approved concept plan and approved script • are able to operationalize the script during the event execution • are able to evaluate the concept plan, financial plan, marketing strategy, script and event execution • are able to understand the process of generating profit
Brief Description	The importance of the theme event management lies in the opportunity for students to show their entrepreneurial skills by organising and executing an event. The content of the course focuses on applying the basics of event management, with special emphasis on the crucial role of marketing and budgeting. Profit which results from events will be transferred to corporate social responsible charity causes. Within the context of a project team, students focus on understanding theories and models related to Event Management and how to apply them in a practical situation. In addition, students will apply their

	hospitality and communication related skills, that they practiced in year 1, in a real-life situation.
Literature*	Wagen van der, L (2008). Event management. Sydney: Pearson Education Australia.
Assessment & Criteria	group grade (50%): preparation, event, report individual grade (50%): participation & individual input
Prerequisites	

Course Code	EFM2.DCS-TR1-01
Course Title	**BASIC DUTCH COURSE**
Course Coordinator	Frederike van Ouwerkerk ouwerkerk.f@nhtv.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	10 hours
Mode Of Delivery	Lectures + Excursion
ECTS credits	3
Learning Outcomes	To apply the knowledge and understanding of Dutch culture and society obtained in the Dutch Culture and Society course as well as reflect on your own experience of living abroad in The Netherlands
Brief Description	• The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, art history and economics. • Students will individually write a 10-page paper about their view on Dutch Culture and Society and make a video illustrating their view. • Students can take part in excursions (cost approximately €150)
Literature*	No special books required. Suggested books will be available from the NHTV library. Taal Vitaal
Assessment & Criteria	report & video
Prerequisites	

Course Code	EFM2.MDP-EX-TR1-01
Course Title	**MANAGEMENT DEVELOPMENT PROGRAMME**
Course Coordinator	Janneke van Hoek hoek2.j@nhtv.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	4x 4 hours (mandatory)
Mode Of Delivery	interactive training sessions
ECTS credits	2
Learning Outcomes	In this semester the focus of the Management Development Programme is on personal development, professional development and study approach. On one hand you will get trained in self-management that refers to intra-personal methods, skills and strategies. This will support you directing your own activities towards the achievement of your objectives. On the other hand you will get training in Leadership skills, Team Dynamics and Application skills. Next to this you will be offered individual coaching which is focused on being successful in your study and career choices.
Brief Description	Although the exchange programme is not similar to the regular Management

	Development Programme, the exchange students will participate in the training sessions together with the students who participate in the regular Management Development Programme. All training sessions are visible in the schedules. For hand in dates see the schedule below. There are different sessions offered during this course: • Lumina 1 & 2 • Team Dynamics 1 • Team Dynamics 2 • Conflict management
Literature*	Lumina
Assessment & Criteria	The testing is based on active participation during the training sessions. You will be issued a 'Pass' for the course, if you attend all sessions (as indicated above). If you miss out on any of the sessions, you need to take a resit. The resits will consist of assignments, which are to be found on natschool and will be published after the training. For the hand in dates of the assignments and resits see the schedule below:
Prerequisites	

6. A sneak preview…

5. Useful Information
*Note: a **laptop** is needed for optimal performance.*

Dresscode
Certain visits / guest lectures / presentations require **correct and formal attire**. We do not impose uniforms, but **Business suit & tie (men**) and two piece suits (women) will be required at certain instances

Sibelicious
The programme boasts its own training facility, called Sibelicious, in which students are given operational duties. The following areas are part of Sibelicious:

• Reception hall with Visitor Centre
• Service desk
• Executive meeting rooms/ Board room
• Restaurant
• Kitchen
• Coffee Corner
• Grand Café
• Taste Lab

Sibelicious enables first year students to gain experience in taking overall charge of a hospitality business under the guidance of a management team of second year students. This means that students are responsible for generating new business, making price quotations, organising meetings and events, pre production and retrospective costing and after sales. It goes without saying that the institute is ultimately responsible for monitoring the quality of the students' performance and for coaching the students who work in Sibelicious.

Personal Portal online

You received a letter with information about your personal login credentials. From this moment onwards you can use these credentials to log in to the portal as well as the other systems. You can log in to your personal portal via http://portal.buas.nl. For some additional support, if needed, you are referred to the 2nd instruction video on your personal page.

In addition, you will need to use your login details from now on to make payments in the webshop https://more.buas.nl/ECP (e.g. for participation in the wine field trip).

Through the Portal you can enter your e-mail account (add tile: BUas), Cum Laude Learning (add tile) and Osiris (add tile). Cum Laude Learning and Osiris are the two most important applications for students of Breda University of Applied Sciences.
Cum Laude Learning is the electronic learning environment of Buas. It is used for, for instance:
* Course information: course descriptions, assignment descriptions, etc.
* Hand-in assignments
* Information on examinations: exam schedule, exam regulation, exam room division etc.
* General information: year planning, curriculum information, regulations, etc.
Osiris is a student monitoring system in which your academic progress, such as your marks and ECTS, are monitored.

If you have any problems logging in, please contact the servicedesk.

WiFi at Breda University of Applied Sciences
If you want to make use of WiFi at Breda University, you will need to add the wireless internet of Buas to your network settings on your own laptop/smartphone. Please do this straight away, so that you can use WiFi immediately when you arrive at the Campus. Check the manual via this link: Wifi Settings. For every device there is an instruction video.

MyBUas App
'MyBUas'.This student app provides mobile access to information about your study schedule/ roster, marks, and BUas news. The app is compatible with Android (PlayStore) and iOS (AppStore).

Additional Costs
The principle of student exchange implies that students can study one semester at a partner university, while paying tuition fee at the home university. No additional costs will be charged, with the exception of school related activities that are not included in the tuition fee.

During the Spring Semester Hotel Management Programme, an **extra € 300/ 375** will be charged for the participation in the study field trip (10 through 14 June). And another **€ 100** for those students who will participate in the Dutch Language Programme – Basis Dutch (offered 13 February 2019 till 1 June 2019). * to complete your enrolment, you are required to transfer 100 euro to the BUas account.
By passing the final test in the last week of the course the fee will be refunded to you completely.