

Breda University of Applied Sciences
Facility Management
Exchange Programme Spring Semester 2020

Address:

Campus Breda University of Applied Sciences - Hopmansstraat 2 4817 JS Breda

Domain: Hotel & Facility

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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 a top rated programme in facility management (authoritative survey 2018)

The Academy of Hotel & Facility Management was founded in 2001 offering its students an entirely English taught programme leading to an internationally recognized BSc(Bachelor of Science) in Facility Management.

What characterizes the Programme most is its innovative curriculum and alternative way of 'coaching' (not teaching) students to become self-responsible, result-oriented, 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 hotel 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

27 January - 14 June 2020	Start-end spring semester
27 January 2020	Start Academic Programme
24 February – 28 February 2020	Carnival break
13 April – 17 April 2020	Exam week
27 April– 01 May 2020	Spring Break
25 May- 29 May 2020	Project Presentation
02 June – 05 June 2020	Re-sit week
05 June 2020	End of Programme
8-12 June	Study Trip (Optional)

## 2. Programme Spring Semester (Monday 27 January - Sunday 14 June 2020)

!!! 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-02	Accounting	3	
EFM2.MA-01	Marketing	4	
EFM2.OM-01	Operations Management	4	
EFM2.MI-01	Management Information Systems	4	
EFM2.IP2-01**	Integrated Project: Corporate Real	6	
	Estate Management (CREM)		
EFM2.FM-01	FM specific course (Purchasing	3	
	Management)		
EFM2.MLS.EM-02	Management and Leadership Skills:	2	
	Event Management		
EFM2.DCS.EX-01	Dutch Culture and Society	2	
EFM2.MDP-EX-TR1-01	Management Development	2	
	Programme		
	TOTAL	30	

<sup>\*\*</sup> Integrated Project ( 6 ECTS) can only be chosen in combination with EFM2.ACC-02, EFM2.MA-01, EFM2.OM-01 and EFM2.MI-01

# **Frequently Asked Questions**

#### Are the courses above the only ones I can choose from?

Yes they are. The exchange programme is fixed. If you are required to get 30 ECs after one semester of studying, you can simply copy the list above onto your learning agreement.

## Can I combine with courses from the Hotel, Tourism, Leisure or other BUas Programmes?

Unfortunately not. The schedules are complex and a course might be taught at different moments every week. You will know your schedule in advance, but the same class can be taught at different moments per week. That makes it impossible to combine with other BUas programmes.

## Do I have to follow the entire programme when I am selected?

No. You can pick and choose courses, depending on the requirements of your home university. However, you will only be allowed to take **EFM2.IP2 -01 Integrated Project: CREM (6ECTS)** if you also register for marketing, operations management, accounting and management information systems.

#### Why is that so?

Because CREM is a so-called top up project That means that it builds on the knowledge of the 4 other courses, which you take before that.

#### So not all courses are taught at the same time?

No. You will start with courses in marketing, operations management, accounting and management information systems first. You have 10 weeks of classes and then take the exams (13-17 April). It is only after that the course Revenue Management starts. (20 April-29 May). So instead of weekly classes, it is a intensive 4 week course/project on Corporate Real Estate Management . Students participating in CREM apply and use the knowledge from the 4 theoretical courses.

## What if I already have followed one of those 4 courses at my home university?

Compare the course descriptions below and send us a course description (and proof that you passed it) of a course at your home university before the start of the semester (<a href="mailto:ceuleers.a@buas.nl">ceuleers.a@buas.nl</a>). If the contents match, you can still register for the CREM Project.

# What if I decide <u>not</u> to take EHM2.IP2 -01 Integrated Project: CREM? Does my programme then end in April?

Not really. Courses like Management Development Programme (EFM2.MDP-EX-TR1-01), Management and Leadership Skills — Event (EFM2.MLS-EM-01) or Dutch Culture and Society (EHM2.DCS-EX-01) are spread over the entire semester. Also, if you failed an exam in the first round (13-17 April), you have one extra opportunity to take the exam again in week of 2-5 June. Please note that taking a re-sit is not uncommon in the Dutch educational system.

#### What if I only pass part of a course?

In order to pass a course (and receive the ECs), you need to obtain a minimum overall score of 5,5/10. If a course consists of more than one exam, then you will only get the credits if you score an overall minimum of 5.5. You cannot score lower than 4.5 on any sub courses. The system might differ per course, but will explained in every course syllabus. You will not get half the credits for a course, if you only take part in some exams.

#### I still have a question!

Then feel free to send us an email: facilitymanagement@buas.nl or <a href="mailto:ceuleers.a@buas.nl">ceuleers.a@buas.nl</a>

# 3. Course Descriptions

Course Code	EFM2.ACC-02
Course Title	ACCOUNTING
Course Coordinator	John Mackillop
	mackillop.j@buas.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:
	<ul><li>1.Identify the different types of costs found in a company and their relation to the P&amp;L account;</li><li>2. Recognize the importance of Contribution in a firm's decision-making</li></ul>
	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	Written Exam (100%)
Prerequisites	` '

Course Code	EFM2.MA-01
Course Title	MARKETING
Course Coordinator	Marjolein Meeuwissen
	Meeuwissen.m@buas.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
Literature	profile information and customer feedback in real-time.  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 (50%) nd MC Exam (50%)
Prerequisites	

Course Code	EFM2.OM-01
Course Title	OPERATIONS MANAGEMENT
Course Title  Course Coordinator	Harry Reinders
Course Coordinator	Reinders.h@buas.nl
Language of Instruction	English
Semester	January – June
Teaching Hours	CENACCTED 4
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:
	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:
	<ol><li>Know the essence of process design and HR design related to development of operations management</li></ol>
	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.
	<ol> <li>Know and understand the importance of maintenance, sustainability, value management and BIM in CREAM.</li> </ol>
	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;
	<ul> <li>Understanding operations management</li> </ul>
	Managing operations management

	<ul> <li>Designing and developing operations management</li> <li>Matching organisations, operations, end-users &amp; real estate</li> </ul>
	iviateling 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 (50%) and Exam (50%)
Prerequisites	

Course Code	EFM2.OM-02
Course Title	MANAGEMENT INFORMATION SYSTEMS
Course Coordinator	Hans Winsnes
course coordinator	Winsnes.h@buas.nl
Language of Instruction	English
Semester	January – June
Teaching Hours	Junuary June
Semester	SEMESTER 4
Module	Managing Business Performance and Hospitality Innovations
Mode Of Delivery	Lectures / Workshops / Q&A sessions
ECTS credits	4
Learning Outcomes	Students will be able to identify organizational challenges of IT
	implementation in an organization from a sociotechnological
	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 effectively in a business setting.
brief description	The program builds on fundamentals of 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
	(15th Edition): Part 1, Chapter 1-4, ISBN-10: 1-292-21175X •
	ISBN-13: 978-1-292-21175-6
	Microsoft office latest version. English version.
	Microsoft office software on Mediaplus learning
	environment (license for 3 years)
	Microsoft Academy for extra information and practice
Assessment & Criteria	Final grade needs to be >5.5
	Theory Exam 80% of final grade
	(Multiple choice 60%, Case Study 40%)
	Professional Software 20% of final grade
	(average of Powerpoint & Outlook, both need to be >4.5)
Prerequisites	

Course Code	EFM2.IP2-01
Course Title	INTEGRATED PROJECT: Service Innovation Design
Course Coordinator	Baukje Dijkema
	<u>Dijkema.b@buas.nl</u>
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	Presentation (60%), Report (20%), Poster (20%)
Prerequisites	

Course Code	EFM2.FM-01
Course Title	SPECIFIC PROJECT: Purchasing Management
Course Coordinator	Harry Reinders
	Reinders.h@buas.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;
	2. Understand and apply the key elements of the purchasing process;
	3. Analyse organisational buying behaviour and decision making in
	purchasing processes.
	4. Create insight in buying facility services
	5. Determine the difference between operational and tactical
	purchasing & analyse professionality level of the purchasing
	department
	6. Analyse a purchasing portfolio and make spend analysis.
	7. 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	Written Exam (100%)
Prerequisites	

Course Code	EFM2.MLS.EM-02
Course Title	MANAGEMENT AND LEADERSHIP SKILLS: EVENT MANAGEMENT
Course Coordinator	Wil Gooskens
	Gooskens.w@buas.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.EX-01
Course Title	Dutch Culture and Society
Course Coordinator	Frederike van Ouwerkerk
	ouwerkerk.f@buas.nl
Language of Instruction	English
Semester	January-June
Teaching Hours	10 hours
Mode Of Delivery	Lectures + Excursion
ECTS credits	2
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	<ul> <li>The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, art history and economics.</li> <li>Students will individually write a 10-page paper about their view on Dutch Culture and Society and make a video illustrating their view.</li> <li>Students can take part in excursions (cost approximately €150)</li> </ul>
Literature*	No special books required. Suggested books will be available from the BUas 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@buas.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

Literature*	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:  Followership & Leadership (Leadership Tango)  Leadership  Conflict management
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	4

## 4. Useful Information



Note: a **laptop** is needed for optimal performance.

# <u>Dressco</u>de

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

# <u>Sibelicious</u>

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 <a href="http://portal.buas.nl">http://portal.buas.nl</a>. For some additional support, if needed, you are referred to the 2<sup>nd</sup> 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 <u>Portal</u> 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 Facility Management Programme, an extra € 375 will be charged for the OPTIONAL participation in the study field trip (8 through 12 June).

