

Market Support Project

If you have specific questions about the content of this module, you should contact the responsible module coordinator: Mr. Ian Lewis, e-mail: i.r.lewis@hva.nl

3060MSP_20	Market Support Project	5 ECTS
3020MSP_OP	Assignment	50%
3020MSP_PJ	Project	50%

This module is closely linked to the subject Cross-Border Challenge 5 ECTS. Therefore you can only select the module in combination with the Cross-Border Challenge. The Market Support Project will focus more on the organisations themselves while this module focuses on the market they operate within.

Brief Description

The modern international business requires graduates with abilities to analyse and apply knowledge about and across business market sectors and borders with limited access to direct information. This module will encourage you to broaden your approach in obtaining knowledge on organisations, both directly and indirectly. The module builds on your team's research completed in the Capstone BLCC (Cross Border Business Challenge) and will also require field work to take place. By using a comparative approach, Your team will research and write an advice report survey for organisations in their business market sector by studying their corporate operations, strategy cycle, language, culture, and communications using research methodology. The module builds on your team's research completed in the Cross-Border Business Challenges module and will also require you to carry out field-work. In addition, your team will design a booklet containing the survey advice for print publication and distribution to the organisations researched.

You will learn how to be an advisor and how to prepare a professional report to present to the organisations you research; you will understand how international organisations from a particular language region operate in The Netherlands and the challenges they face.

This module will encourage you to broaden your approach in obtaining knowledge on organisations, both directly and indirectly.

The course takes place on a weekly basis and each class is 3 academic hours. You are required to work on assignments between classes and be prepared before each class. Each class consists of a combination of lectures, group work, field-work, and guest lectures.

Learning Goals

The student can:

- Examine and compare organisations within a business market sector.
- Publish an advice report survey using a comparative approach of a business market sector for publication.

Location

[Fraijlemaborg: 133](#)

Study Programme Department

International Business