

Course Catalogue

Windesheim Honours College

2011/2012



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Year 1, Semester 1

Communication for Social & Behavioural Change

This course provides an introduction into understanding of the role of communication in behavioural and social change processes. It will explore theories and approaches to Communication and Social and Behavioural Change.

You will learn to identify and distinguish between the different approaches in communication. The challenge is to find an effective and efficient combination of the different approaches in addressing global problems.

Moreover, you will learn the steps of a social marketing/communication (campaign) plan, making use of these approaches. You learn the basic skills needed to develop successful social and behavioural change projects. You will work on an assignment concerning a global issue in a European context and finalizing this with a presentation.

Organisation & Management: how to run a business

In this O&M course you will be introduced to various internal organizational and managerial issues such as strategy, motivation, team management, culture, and business processes. Specific attention will be paid to the differences and similarities between standing organizations and project organizations.

This course will start with a general introduction into the main schools of thought in the history of organization and management and personalities that have played a role during its history. Thereafter different organization and management topics will be discussed in one or more lectures. Moreover, you will be introduced into the basics of marketing and finance.

Social Perspectives of Public Health

By gaining an insight into the functioning of human societies and into factors underpinning collective human behaviour, this course highlights the social context in which public health operates, and associated challenges and impacts at local and global level.

Central concepts such as culture, demography, ethnicity social interaction and social stratification are introduced and explored. Furthermore, each sociological topic will be linked and discussed in the context of public health.

The knowledge and analytical skills the students gain from this module will be useful to their future work as consultants and/or or project manager in various ways.

Such as; an increased awareness of the social and political context in which projects operates. Increased knowledge of factors shaping social life and people's livelihoods combined with greater cultural awareness and gender sensitivity. As well as, insights into social science discussions surrounding the workings of society will facilitate the exchange of information with experts and promote participation in interdisciplinary discussions.

Dutch level II

In this course the students enhance their proficiency in speaking, listening, writing and reading in Dutch. At the end of the course at least level A2 will be reached.

The assignments will be used as much as possible and correlate with the real world. Students will have to search the internet, they will have to design and conduct interviews, they have to read newspaper articles etc. and they have to practice speaking with Dutch people.

The student will acquire a solid foundation for the language in order to be able to improve the skills in future contacts. Living and studying in The Netherlands will be much more fun understanding the people and being able to participate in common conversations. Moreover, it will enable students to understand more of the culture of the land he /she is living/studying in.

Academic Learning Lab

The Academic Learning Lab provides an intensive learning environment in which you acquire basic academic skills, which are essential for effective learning (learning to learn) as well as building blocks for the development of professional skills throughout the WHC programme.

The basic academic skills that will be taught are information skills, reading and writing skills, critical thinking skills and listening, speaking and presentation skills. Different learning methods will be used to acquire these skills.

In addition, the subject of sustainability will be used to provide the skills training with an interesting and relevant content to work on.

Moreover, feedback on English proficiency in the different skills will be given. At the end of your first year at WHC you have to have B2 level (CEFR) in listening, reading, spoken production and interaction, and writing. This level will be assessed at the end of the course via the written portfolio, the written exam and the oral exam.

Applied Research I

Future project managers need to be able to substantiate their project proposals with relevant applied and evidence based research.

Moreover, they need to be able to gather materials and evidence through research themselves. In other words, an ability to read and use research articles of your field of specialization as well as skills to carry out basic research activities such as an interview or an observation have to be developed during the college education.

This course teaches students the basic methodological knowledge and skills. At the end of the course they are able to carry out a small research and a literature review. In addition, they will get interview training and have to carry out an interview and an observation themselves.

Year 2, Semester 2

Media Production and Consumption

This course deepens students' knowledge in the field of media production and consumption. The central themes include media influence, media access, the role of old and new media, global networks versus a local sense of belonging and audience activities.

The practical element of media production will be a visit to an internationally operating media production company with special attention to their magazine production.

The students will be given an overview of mass communication theories, their central concepts, their history and recent developments. Some of these theories were introduced in CM1 and CM2 and they will be dealt with in a more in depth manner in this course.

The concept of press freedom will be broadened with themes like freedom of information, the right to communicate and media access.

Online Media Theory, tools and skills

This course will develop an advanced understanding of the emergence and progression of information and communication technologies (ICTs) against the background of global economic and political dynamics, as well as cultural diversity. The course will examine theories, trends and main critics and relate them to according strategy developments for diverse global contexts. Main distinctions will be made between corporate communication and communication as a tool for social change.

You will play an active role in exploring global digital media developments and in applying cross media strategies and tools which are target group relevant, demand-driven and accessible from an infrastructural as well as capacity perspective.

Public Health Systems and Practices

This course focuses on elements of public health systems, its implementation and practices.

This course will start with a description of different elements of public health systems, including country description and evaluation of health systems.

Public health practices cover multidimensional issues; from basic public health knowledge, health systems, public health programme and public health policy. In these cases, those multidimensional issues are integrated; illustrated and lessons learned are described. The case studies will be taken from various global health practices from different parts of the world.

In addition to public health system and practices, skills to manage public health projects will also be part of this course.

Project cycle management (PCM) is the term given to the process of planning and managing projects, programmes and organizations and involves a set of planning tools which feed into the logical framework (commonly known as a log frame or Logical Framework

Approach - LFA). In this course, steps in completing log frame will be dealt and discussed; in particular the log frame matrix which gives a summary of the project plans.

As LFA is one of the most common methods used by public health agencies, the skills to use this together with the knowledge on public health systems will contribute to the development of professional knowledge that students need in conducting their professional activities as junior consultant or as a junior project manager.

Research Methodology

Future project managers need to be able to substantiate their project proposals with relevant applied and evidence based research. Moreover, they need to be able to gather materials and evidence through research themselves.

In other words, an ability to read and use research articles of your field of specialisation as well as skills to carry out basic research activities such as an interview or an observation have to be developed during the college education.

This course teaches you the basic methodological knowledge and skills. At the end of the course you are able to carry out a small research and a literature review. In addition, you will get interview training. Moreover, you will be able to identify and assess methodological information in research articles.

Economics for Professional Project Managers

This is a course in the basic principles of microeconomics and extended to include basic finance and accounting so that the best possible solution can be found to business problems.

It will seek to develop in students the economic way of thinking, and to be critical thinkers.

After introducing the basic economics terminology, it will focus attention on: global economies; the economic problem and supply and demand; markets; decision-makers and decision-making, the role of governments in the economy; prices, profits and industry performance; introductory cost and management accounting and then we touch on financial management.

Good Governance

The course will focus on Good Governance and discusses the ways in which the objectives of Good Governance can be put in place, as well as which stakeholders (public and private) are involved in these processes. Further, the students will discuss threats, limitations and ethical dilemmas surrounding Good Governance.

The course starts off with a theoretical introduction of the concept governance. After that, we will explore three different views of Good Governance on development issues in the remainder of the course.

Good Governance is increasingly included as a prerequisite condition in frameworks of bilateral

Cooperation, as well as in the projects and institutional structures of those corporations working within an international setting. Hence the importance for project managers and consultants working within these sites to be able to identify, compare and analyse aspects of Good Governance.

International Sustainable Business Project (5 ECs)

In the final project of the fourth semester, students will engage in international sustainable business management. Students will be part of a real-life project, so they can apply the knowledge and skills attained during the two years of study at Windesheim Honours College. An example for such a project could be the development of a project proposal for agricultural sustainable businesses in Kenya. In order to analyse the situation appropriately, students travel to the field to conduct a needs assessment and gain inspiration.



Year 3 and 4

Internships (30/25 ECs)

The curriculum of Windesheim Honours College includes two internships for 18 weeks, which will take place in the third and the fourth year. To encourage the international approach of the college, the internships are preferably taking place outside of the Netherlands and the student's home country. It is, however, possible to spend one of the internships in a local organization. The internships are meant to give an insight into the future career of the students. For that matter, it is important that the internships take place in a safe as well as interesting environment. The internships should be related to project management and the tasks of the interns should identify with the level of the college. These determinants ensure that interns will not only make coffee and archive files. The career counsellors at the college will provide support in the application process and with everything that has to do with the internships. The students, however, have to search for an appropriate internship concerning their career wishes themselves. This way, they can decide themselves what direction they want to go and tailor their internships to their desired future career.

Electives (60 ECs in total)

The electives take place in the third and fourth year of the programme and are meant to shape the future professional in the right direction. This means, that students have the possibility to shape their own way into the future career by electing the right courses according to their own interest. The electives can be chosen from the Windesheim curriculum itself; however, it is also possible to spend this time abroad or at other Dutch universities. This depends very much on the interests of the individual and Windesheim Honours College will guide students in their decision.

Capstone (5 ECs)

The capstone is the 'grand finale' of the programme. As part of the graduation requirements, students present their final work during the capstone conference. Students will compose their own advisory board consisting of a peer, a career counsellor, a lecturer and a representative from the work field. This advisory board plays a key role in the assessment of the student's capstone. This capstone presentation will demonstrate the knowledge acquired the growth and development of the student throughout the whole WHC programme.