

European  
Studies

**ZU**  
**YD**

# European Studies



**2020-2021**



## Contents

Introduction .....	4
1. The history of European Studies .....	5
2. Competencies .....	6
3. The programme .....	7
4. The propaedeutic phase .....	10
5. Year 2 .....	11
6. Year 3 .....	12
Block 1 .....	12
Differentiation .....	12
Consultancy project .....	12
Selection pre-master programme .....	12
7. Year 4 .....	14
Block 1 .....	14
Differentiation .....	14
Internship .....	14
8. Packages for incoming exchange students .....	16
Package ES2 European Competitiveness and Democracy .....	16
Package ES3 EU Global Affairs and civil society .....	16
Package ES4 European Studies .....	17
References .....	18

## Introduction

The School of European Studies is part of the cluster International Business and Communication (IBC) which is part of Zuyd University of Applied Sciences (further referred to as Zuyd). The programmes within the cluster IBC are International Business School, School of European Studies, Oriental Languages and Communication and Vertaalacademie.

European Studies is a four-year study programme leading to a Bachelor of Arts (in European Studies). The programme is fully taught in English, except for the languages French, German and Spanish.

In this document information on European Studies, the competencies and a short description of the programme can be found.

Chapter 1 gives a short overview of the history of European Studies Maastricht. In chapter 2 a description of competencies of European Studies is presented.

In chapter 3 a general description of the programme is given whereas in chapters 4 and 5 the programme for year 1 and year 2 respectively is described. In chapter 6 years 3 and 4 are elaborated on. Information on packages for exchange students can be found in chapter 7.

More information can be found on the website of [Zuyd University of Applied Sciences](#).

## 1. The history of European Studies

European Studies in Maastricht has its roots in 'Hogere Europese Beroepen Opleiding' (HEBO) which started in 1990 at *Haagse Hogeschool* in The Hague. As from 2002 the HEBO-programme was also offered by other state-funded Universities of Applied Sciences: *Noordelijke Hogeschool* in *Leeuwarden* and by Zuyd University of Applied Sciences in Maastricht and at the private-funded NTI in Leiden.

The development of the programme was based on the expectation that growing European integration would lead to changes in the labour market in a way that there would be more emphasis on communication within Europe, both in the private and in the public sector.

All European Studies (ES) programmes support the idea that the European Studies degree should contain a multi-faceted perspective rather than a single disciplinary. Elements always present in the ES programmes are: politics, economics and culture of Europe, history, institutions and main policies of the EU, and modern languages.

In order to develop the large range of skills students need in an interdisciplinary degree, the programme devotes much of the first two years to foundational education, including modern languages. Additionally, all programmes provide comparative and interdisciplinary courses that are seen as integral to defining the European Studies pathway. In all full-time state-funded programmes (part of) the third year is spent abroad; the majority of students enrol in a semester-programme offered by partner universities in Europe, usually under a formal ERASMUS+ exchange agreement, although some of the students want to get another view on the EU and Europe by doing an exchange outside of Europe.

In today's modern society it is impossible to operate in the public sector without knowledge of how the private sector works and vice versa. In general, the focus of the ES programmes is on the public domain or on the intersection of the public and the private domain (government and civil society).

European Studies in Maastricht has chosen to offer a programme in English and thus also attract international students which leads to a more integrated intercultural environment. European Studies was awarded the Distinctive Quality Feature on Internationalisation and the CeQuint award by the NVAO in 2014.

ES Maastricht is located in the city where the *Treaty of Maastricht* was signed, the foundation of the European Union. As Maastricht is situated in the Euregion Meuse-Rhine the border is close. From Maastricht to Brussels is much shorter than from Maastricht to The Hague.

## 2. Competencies

Over the past few years issues as democracy (Europe lurches further to the right), human rights (relationship between the EU and China), climate change (Climate Agreement) , migration (the refugee crisis) and the (digital) single market (roaming costs) etc. have become more important. There is a noticeable shift from making profit to more people and planet leading to increasing importance of quality of life and corporate social responsibility. These changes in society do not only have consequences for daily life within the EU but also affect the influence of society on the EU and thus the professional field of European Studies.

It is clear that European Studies is an interdisciplinary degree programme. This implies that a number of disciplines (history, culture, economics, law, politics, etc.) which are closely related and relevant to European Studies are studied simultaneously and partially integrated both between the disciplines and with skills and languages.

Based on the above, European Studies has defined six areas which are of importance for a European Professional, leading to the following competencies.

*Table 1 European Studies competencies*

Competency	Description
1. Europe's challenges	The student applies their knowledge of Europe to analyse challenges related to Europe and its changing role in the world.
2. EU Policy	The student applies their knowledge of the European Union multi-level policy framework to advise organisations.
3. Connecting cultures	The student establishes professional relationships, and collaborates in an intercultural and interdisciplinary environment.
4.- Applied Research	The student researches and critically evaluates contemporary issues linking theory and practise to formulate concrete recommendations for organisations active in a European context.
5. Foreign Languages	The student uses English to communicate in a professional context and at least one other European language foreign to one's own native language to communicate in a work-related context.
6. Personal leadership	The student demonstrates, in their behaviour and attitude, awareness of their own strengths and weaknesses on the path towards becoming a European professional.

Source: (European Studies National Profile, 2019)

### 3. The programme

European Studies offers a full-time four-year Bachelor programme. The CROHO programme code is 34419 (CROHO, sd). The School of European Studies is one of the departments of the cluster International Business and Communication at Zuyd University of Applied Sciences.

All credits within the European Studies programme's regulations and documents are equal to European Credits. The total course load of the four-year programme is 240 EC. The study load of each unit of study is based on the European Credit Transfer System and is expressed in whole ECs only; 1 EC is equivalent to 28 hours.

Each student enrolled in a study programme shall be offered a nominal course load of 60 EC per year of enrolment. This course load will be spread out over 40 course weeks.

The programme is divided into two parts, the propaedeutic phase (60 EC) and the post-propaedeutic phase (180 EC). The propaedeutic phase of the study programme shall be concluded by a propaedeutic exam; the post-propaedeutic phase of the study programme shall be concluded by a final examination.

The management of European Studies will issue a recommendation on the continuation of studies to each student at the end of the propaedeutic phase [See article 7.8-B HEARA]. Where appropriate, the student will be directed to alternative study programmes.

In the third year of their studies ES students will study abroad for one semester. As a result, ES also welcomes incoming exchange students from our partner universities.

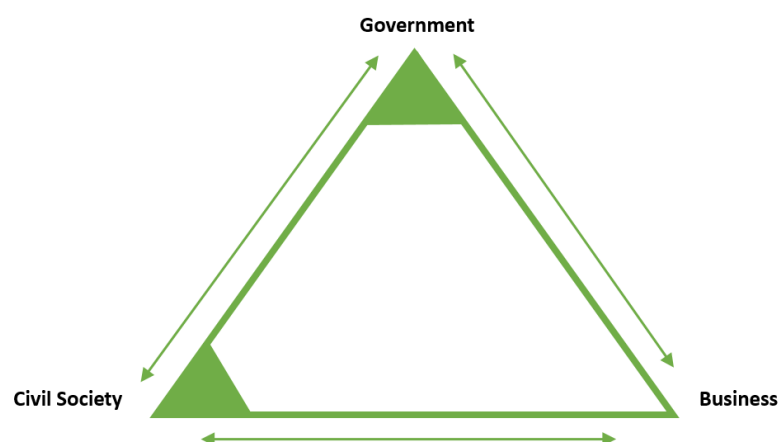
As European Studies wants their students to be well-prepared for the changing labour market, to enhance learning in communities and to have less testing, a new curriculum has been developed in consultation with representatives of the working field, which is implemented as from 2019-2020; starting with year 1. Successively year 2 will be implemented in 2020-2021, year 3 in 2021-2022 and year 4 in 2022-2023. Accordingly, the 'old' curriculum will be fading out.

In the new curriculum, students can differentiate by their choice of language, their university chosen for exchange, their minor and their internship or a premaster at Maastricht University.

The new profile of a European Studies graduate, as described in *European Studies, Profiling and Educational Vision 2019-2023* (Educational Vision ES, 2019), is:

*'Graduates of European Studies, in their role of **connectors**, know how to **develop meaningful relationships** (i.e. partnerships and collaborations) between organisations, working **at the intersection of government, business and civil society**'.*

By educating students to become connectors, European Studies meets the demands set by the labour market, which increasingly seeks employees who can collaborate on joint projects where parties within the triangle of government, business and civil society work together on international issues to reach a common goal. Especially when considering the complex challenges that Europe faces nowadays, such as the fight against cyberterrorism, keeping the borders secure, surviving trade wars and making our planet sustainable, it becomes clear that these challenges are not the sole responsibility of one party. To successfully tackle these challenges, cooperation between government, businesses and civil society is necessary. As such, there is a need for professionals who know how to develop meaningful relationships at the intersection of government, business and civil society in an increasingly international working environment.



*Figure 1. Intersections government, business and civil society*

As illustrated by figure 1, European Studies educates their students to form connections *between two or more parties, organisations or sectors*. As is made visual with the small green triangles, it could be the case that two of the parties or organisations that require a connection reside *within* the same sector e.g. governmental organisations within 'government' or a civil society organisation and citizens within 'civil society'.



By not displaying a small green triangle in the corner of 'business', we indicate our deliberate decision to leave out connections within the business sector (e.g. connections between business and customers or business to business) wherein the focus predominantly lies on the pursuit of profit as we choose to put societal challenges central in our curriculum (Educational Vision ES, 2019).

European Studies considers knowledge, attitude and skills tools a connector needs for successfully practicing his profession. Therefore, students of European Studies apply knowledge and skills when completing (simulated) authentic whole-tasks. These tasks are the centre of attention in our educational programme.

European Studies distinguishes six overarching whole-tasks, typical for the professional field of an ES graduate, namely:

1. Give strategic communication advice;
2. Give policy advice;
3. Develop a communication plan;
4. Develop a policy action plan;
5. Organise an event;
6. Disseminate views and opinions.

When executed at the intersection of government and/or civil society and/or business (see figure 1), these six authentic whole-tasks represent what a European Studies graduate is educated in (Educational Vision ES, 2019).

## 4. The propaedeutic phase

During their first year at European Studies students will carry out the six overarching whole-tasks during the year on a beginners level, English is integrated in the tasks, see also Chapter 3. As knowledge on the EU and/or Europe is an important part of the curriculum this will be tested separately. Students choose either French, German or Spanish on an advanced or at beginners level, depending on their prerequisites. Below the curriculum of year 1 is displayed.

*Table 2 Curriculum European Studies year 1*

Block	Course/task	# EC
1	<b>Get to know Europe</b>	
	Shaping a public campaign (Tasks 3 and 5)	8
	Knowledge on EU/Europe	4
	French/German/Spanish; beginners or advanced level	3
2	<b>Cooperation in the EU</b>	
	Implementing EU Regional policy (Task 4)	8
	Knowledge on EU/Europe	4
	French/German/Spanish; beginners or advanced level	3
3	<b>Lobbying in the EU</b>	
	Shaping a public affairs strategy (Tasks1 and 6)	8
	Knowledge on EU/Europe	4
	French/German/Spanish; beginners or advanced level	3
4	<b>Cooperative citizenship</b>	
	Shaping a CSR policy (Task 2)	8
	Personal Leadership	4
	French/German/Spanish; beginners or advanced level	3
<b>Total year 1</b>		<b>60</b>

## 5. Year 2

The post-propaedeutic phase consists of years 2, 3 and 4. Below the curriculum, based on the new educational vision is described.

In the second year of their studies students will carry out the six overarching whole-tasks during the year on an intermediate level with English integrated in the tasks. Their knowledge on the EU and/or Europe will be tested separately. Students continue studying the language chosen in year 1, so either French, German or Spanish on an advanced or at beginners level. Below the curriculum of year 2 is displayed.

*Table 3 Curriculum European Studies, year 2*

Block	Course/task	# EC
1	<b>European Competitiveness</b>	
	Boosting European competitiveness (Tasks 4 and 6)	8
	Knowledge on EU/Europe	4
	French/German/Spanish; beginners or advanced level	3
2	<b>Democracy in Europe</b>	
	Shaping a political campaign (Task 5 and 1)	8
	Knowledge on EU/Europe	4
	French/German/Spanish; beginners or advanced level	3
3	<b>EU in a globalised world</b>	
	Analysing EU global affairs (Task 2)	8
	Knowledge on EU/Europe	4
	French/German/Spanish; beginners or advanced level	3
4	<b>Civil society in Europe</b>	
	Shaping an NGO campaign (Task 3)	8
	Personal Leadership	4
	French/German/Spanish; beginners or advanced level	3
<b>Total year 2</b>		<b>60</b>

## 6. Year 3

During the first semester of year 3 students are taking part in an exchange programme at one of our partner universities abroad. They'll study in a foreign environment and meet a lot of students from all over the world so they can put into practice and enhance their skills in intercultural communication. However, due to the COVID-19 pandemic, it was decided to rearrange the programme.

In 2020-2021, student in year 3 will in the first block take part in the programme of year 4, in the second block there is room for differentiation, followed by the second semester of year 3. This means these students will do their exchange in the first semester of 2021-2022, followed by the internship to round of their studies.

### Block 1

In addition to the mandatory programme, EU development aid and their first language students have to select which of the following courses they will take: either European Global Competitiveness or Foreign Affairs and Security Policy. In addition, can take choose to continue with their second language.

### Differentiation

In the second block 15 EC are allocated to differentiation, which means European Studies students may choose to do a minor, offered by European Studies, offered within International Business and Communication, within Zuyd University of Applied Sciences or via Kies op Maat.

European Studies offers several minors for these students: Deutsch für den Beruf, Human Rights, Lobbying and Public Affairs in the EU and Spaans (in Dutch).

### Consultancy project

The consultancy project is a simulation of the daily life of a European Professional. The students are divided into groups and have to set up a communication consultancy. Students need to decide on the name of their consultancy, how they will do the branding, etc., and need to divide the different tasks. During the project students need to carry out (urgent) assignments for their clients and need to compete with other consultancies working for the same client. The final product is a strategic communication report for their client.

In addition to courses supportive to the consultancy project, students also need to follow some general courses like Economic Policy in the EU, Research, Statistics and Implementation Research Report and apply the theory in several assignments.

In the old curriculum students needed to choose two languages. In year 3, the first foreign language is still mandatory for all students. However, student can decide to continue with their second foreign language.

### Selection pre-master programme

In block 3 of year 3 students can take part in the selection procedure for the pre-master programme at European Studies of Maastricht University. Upon meeting the criteria and acceptance by Maastricht University they study

at UM in the first semester of their fourth year. If these students successfully pass the pre-master at Maastricht University and graduate the European Studies programme at Zuyd, they will be allowed to start in a master of European Studies at UM without taking any additional courses. However, this means they are not allowed to go on exchange.

Below the curriculum for year 3 is displayed.

*Table 4 Curriculum European Studies, year 3*

<b>Modules year 3</b>	<b>Block</b>	<b>#EC</b>
<b>Europe in a changing world</b>		
EU development aid	1	5
1st language: French/German/Spanish	1	4
Commonwealth Studies	1	3
<i>Students need to choose one of the following courses</i>		
EU global competitiveness	1	3
Foreign Affairs and Security Policy	1	3
<b>Minor</b>		
	2	<b>15</b>
<b>Consultancy project</b>		
	3	<b>15</b>
Research Methods	3+4	3
Economic policy in the EU	4	2
Statistics and ICT	4	3
Implementation Research report	4	2
1 <sup>st</sup> language: French/German/Spanish	3+4	4
Academic Guidance Counselling (AGC)	1-4	1
<b>TOTAL</b>		<b>60</b>
<b>Extra-curricular courses</b>		
2 <sup>nd</sup> language: French/German/Spanish	1+3+4	4

## 7. Year 4

Fourth-year students only have regular classes during the first block. In the second block there is room for differentiation.

Students who are accepted to take part in the pre-master programme study at European Studies at Maastricht University in the first semester of their fourth year of study.

An international internship is the final part of the study programme European Studies.

### Block 1

In addition to the mandatory programme, EU development aid, their first language and career counselling, students have to select which of the following courses they will take:

1. Commonwealth studies or taking the IELTS exam (to be paid for);
2. European Global Competitiveness or Foreign Affairs and Security Policy.

In addition, can take an extra-curricular course:

- their second foreign language, if they also did that in year 3;
- CEE- part 2.

### Differentiation

In block 2 15 EC are allocated to differentiation, which means European Studies students may choose to do a minor, offered by European Studies, offered within International Business and Communication, within Zuyd University of Applied Sciences or via Kies op Maat.

European Studies offers several minors: Academic Paper, Deutsch für den Beruf, Human Rights, Lobbying and Public Affairs in the EU and Spaans (in Dutch).

### Internship

In the last semester of the European Studies programme students complete an internship in an international environment, preferably abroad.

The curriculum of year 4 is to be found in table 5.

Table 5 Curriculum European Studies year 4

Module	Block	#EC
<b>Europe in a changing world</b>		
EU development aid	1	5
Career Counselling	1	1
1st language: French/German/Spanish	1	4
<i>Choose one of the following two courses</i>		
EU global competitiveness	1	3
Foreign Affairs and Security Policy	1	3
<i>Choose one of the following two courses</i>		
Commonwealth Studies	1	3
IELTS <sup>1</sup>	1	3
<b>Minor</b>		
	2	15
<b>Internship</b>		
	3+4	28
Academic Guidance Counselling	1-4	1
<b>TOTAL</b>		<b>60</b>
<b>Extracurricular courses</b>		
2nd language: French/German/Spanish	1	4
CEE part 2	1	3

<sup>1</sup> Students need to choose at least one of these courses. Note: IELTS includes the exam and students need to pay in advance for the exam; students who do not pay are not allowed to take the IELTS course and must choose Commonwealth Studies.

## 8. Packages for incoming exchange students

European Studies is a programme offered at Zuyd University of Applied Sciences (further referred to as Zuyd) in Maastricht. European Studies is a four-year study programme taught in English leading to a Bachelor of Arts. More information on European Studies in general can be found at the [website of Zuyd](#).

A mandatory part of the European Studies programme is students go abroad and study at one of our partner universities for one semester. Therefore, we welcome students from our partners to come and study at European Studies at Zuyd for the Fall semester, for the Spring semester or even for a whole year.

To have exchange students integrate with the regular European Studies students, exchange students are in the same classes as regular students. To enhance integration we offer exchange students packages of courses offered in one semester at one programme. European Studies offers three different course packages for incoming students in 2020-2021; one in the Fall semester, one in the Spring semester and one for the entire academic year.

### Package ES2 European Competitiveness and Democracy

The package ES2 European Competitiveness and Democracy is offered in the first semester and contains the following courses.

Block	Course/task	# EC
1	<b>European Competitiveness</b>	
	Boosting European competitiveness (Tasks 4+6)	8
	Knowledge on EU/Europe	4
2	<b>Democracy in Europe (Tasks 1+5)</b>	
	Setting up a political campaign	8
	Knowledge on EU/Europe	4
1+2	Dutch Life and institutions	3
	Dutch for Foreigners	3
	Meetings with your coach	0
<b>Total Package ES 2</b>		<b>30</b>

### Package ES3 EU Global Affairs and civil society

The package ES3 EU Global Affairs and civil society is offered in the second semester and contains the following courses.

Block	Course/task	# EC
3	<b>EU in a globalised world (Task 2)</b>	
	Analysing EU global affairs	8
	Knowledge on EU/Europe	4
4	<b>Civil society in Europe (Taks 3)</b>	
	Running an NGO campaign	8
	Central and Eastern Europe 1	3



	Personal Leadership	4
3+4	Russian	3
	Meetings with your coach	0
<b>Total Package ES3</b>		<b>30</b>

#### Package ES4 European Studies

Students who come and study the whole academic year (1 September 2020 – 10 July 2021 ) will take part in the second-year programme of European Studies.

Block	Course/task	# EC
1	<b>European Competitiveness</b>	
	Boosting European competitiveness (Tasks 4+6)	8
	Knowledge on EU/Europe	4
2	<b>Democracy in Europe</b>	
	Shaping a political campaign (Tasks 1+5)	8
	Knowledge on EU/Europe	4
1+2	Dutch Life and Institutions	3
	Dutch for Foreigners	3
	Meetings with your coach	0
3	<b>EU in a globalised world (Task 2)</b>	
	Analysing EU global affairs	8
	Knowledge on EU/Europe	4
3+4	Russian	3
	Meetings with your coach	0
4	<b>Civil society in Europe (Taks3)</b>	
	Shaping an NGO campaign	8
	Personal leadership	4
	Central and Eastern Europe part 1	3
<b>Total Package ES4</b>		<b>60</b>

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