



# Exchange program

**International Communication and Languages  
Incoming exchange students**

A Dutch experience in the heart of Europe:  
the historical city of Maastricht

**ZU  
YD**



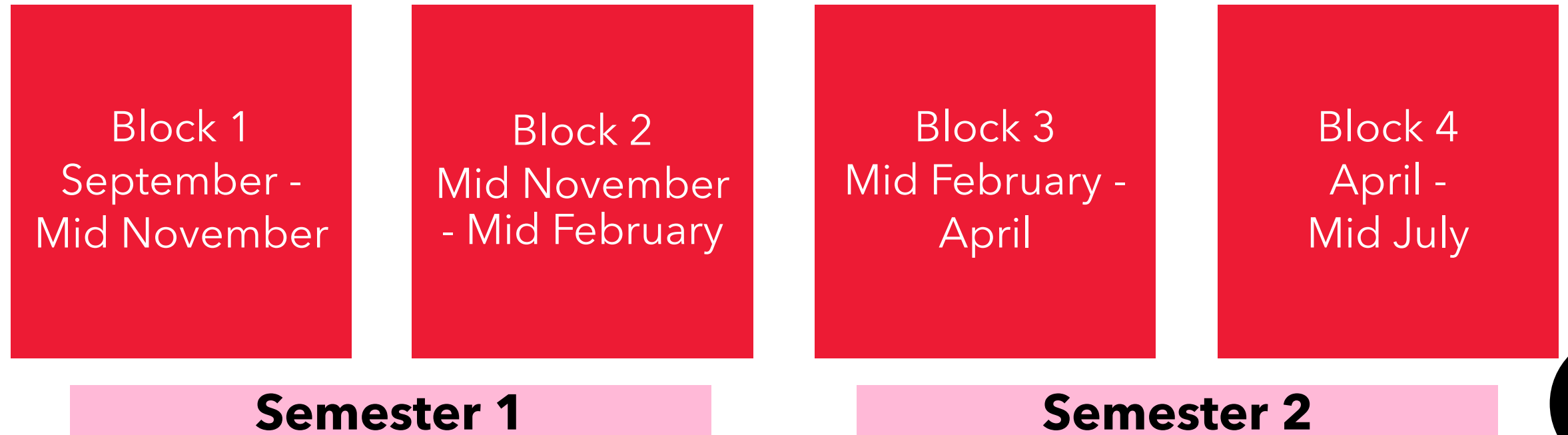
Expectations

## Studying @Zuyd means

- A learning experience with Dutch and international students.
- A personalized program, matching the learning goals of individual students.
- A better understanding of Dutch life and culture.
- Deeper understanding of intercultural communications
- Improving English communication skills.
- Studying at a small-scale school in an ancient roman city, with a vibrant international community.

# Structure academic year

At Zuyd University of Applied Sciences, the academic year is structured in 2 semesters, with 2 blocks per semester



\* The actual offer of courses might differ according availability

Semester 1- block 1  
September -  
Mid November



## Sustainability in International Business

The aim of this course is to provide students with an improved understanding of sustainability dimensions from a marketing, supply chain, financial, and inter-cultural perspective; and with the state-of-art knowledge and practical experience regarding sustainability -related issues in business.

This course will cover:

- Sustainable Marketing (promotion & communication of environmental and socially responsible products, practices, and brand values)
- Sustainable Finance (processes of taking due account of environmental and social considerations when making investment decisions)
- Sustainable SCM (integrating environmentally and financially viable practices into the complete supply chain lifecycle, from product design and development, to material selection, manufacturing, packaging, transportation, among others).

(Optional) English for exchange students

## International Business (Maastricht)

**15 ECTS**

### Program

- Expertise sessions
- Coaching on a business-related problem regarding sustainable production, consumption, and financial behavior
- Guest lectures and analytical skills will enhance the knowledge and practical experience and will equip students for conducting business analysis in the context of sustainability.

**3 ECTS**

Semester 1- block 1  
September -

Mid November



## Corporate Communication and CSR

In today's dynamic business environment, corporate communication plays a pivotal role in shaping and maintaining an organization's reputation. This module explores the strategic importance of Corporate Social Responsibility (CSR) as a key component of reputation management. Students will examine how CSR initiatives influence public perception, stakeholder trust, and long-term brand value.

Through case studies, theoretical frameworks, and practical assignments, students will learn to assess the impact of CSR on corporate reputation and develop effective communication plans that align CSR efforts with organizational goals. By the end of the module, students will be equipped to formulate corporate communication strategies that enhance the company's public trust and promote CSR initiatives.

English for exchange students

Cross Cultural Exploration Assignment

## International Communication & Languages (Maastricht)

**15 ECTS**

### Program

- Corporate communication lectures
- Workshops
- Guest lectures from corporate company
- Intercultural communication workshops
- Research skills
- Guest lectures about business in Europe
- Project execution with fellow students.
- Coaching

## Building Intercultural Bridges

In the minor Building Intercultural Bridges: working in a multicultural context, you'll dive into the fascinating world of cultural diversity and explore its many dimensions—identity, migration, integration, globalization, cultural conflicts, image formation, and intercultural communication. These are not just abstract concepts—they're hot topics in today's political and social debates that directly impact workplaces everywhere.

You'll be working on two assignments:

1. your own creative assignment on an intercultural subject of your choice: for example a documentary, podcast, social media campaign, etc.
2. your own project on a topic within cultural diversity: to contribute to awareness and/or participation around cultural diversity locally or internationally.

(Optional) English for exchange students

## International Communication & Languages (Maastricht)

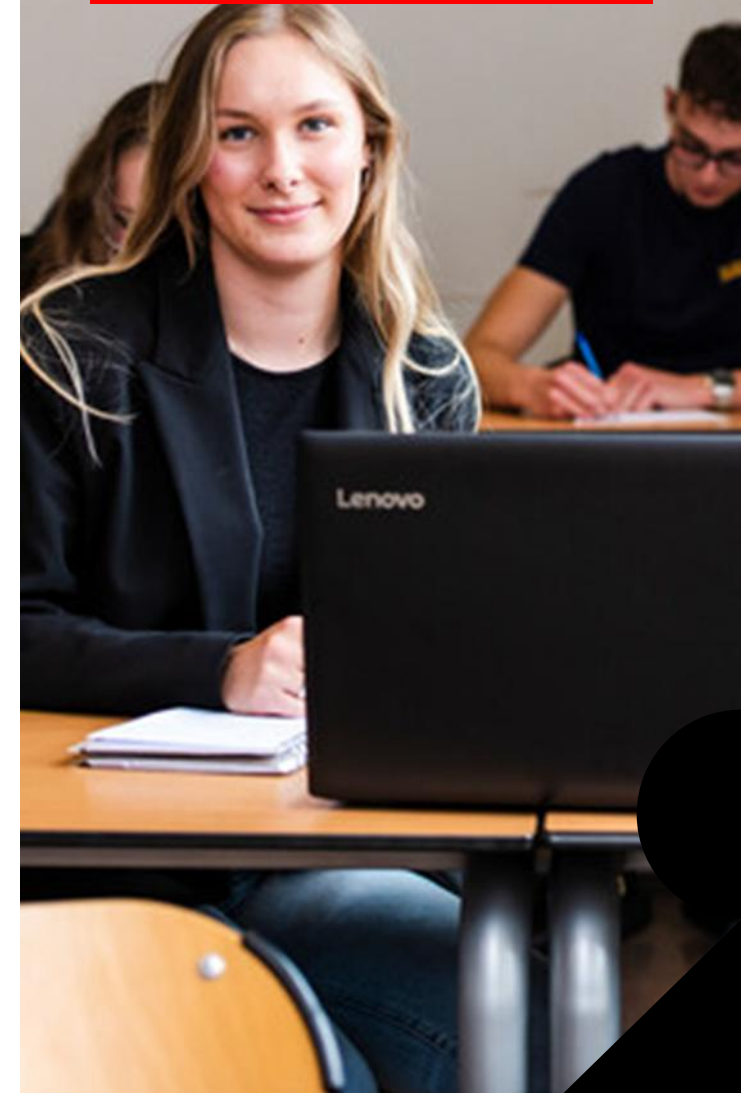
**15 ECTS**

### Program

- Interactive workshops
- Coach groups
- Lectures
- Guest lectures

**3 ECTS**

Semester 1- block 2  
Mid November - Mid  
February



## Central and Eastern Europe

Central and Eastern Europe plays a vital role in shaping global politics, culture, and economics.

Understanding this region is essential for anyone interested in international affairs.

This course offers insights into the diverse cultures and complex histories of the region. Students will learn to analyze key political, historical, and cultural developments, while gaining awareness of differences both between East and West, and among the countries within the region.

We'll also explore the basics of the Cyrillic alphabet and get an introduction to Russian language and culture. For young professionals, this course provides valuable context for doing business in Central and Eastern Europe.

(Optional) English for exchange students

## European Studies (Maastricht)

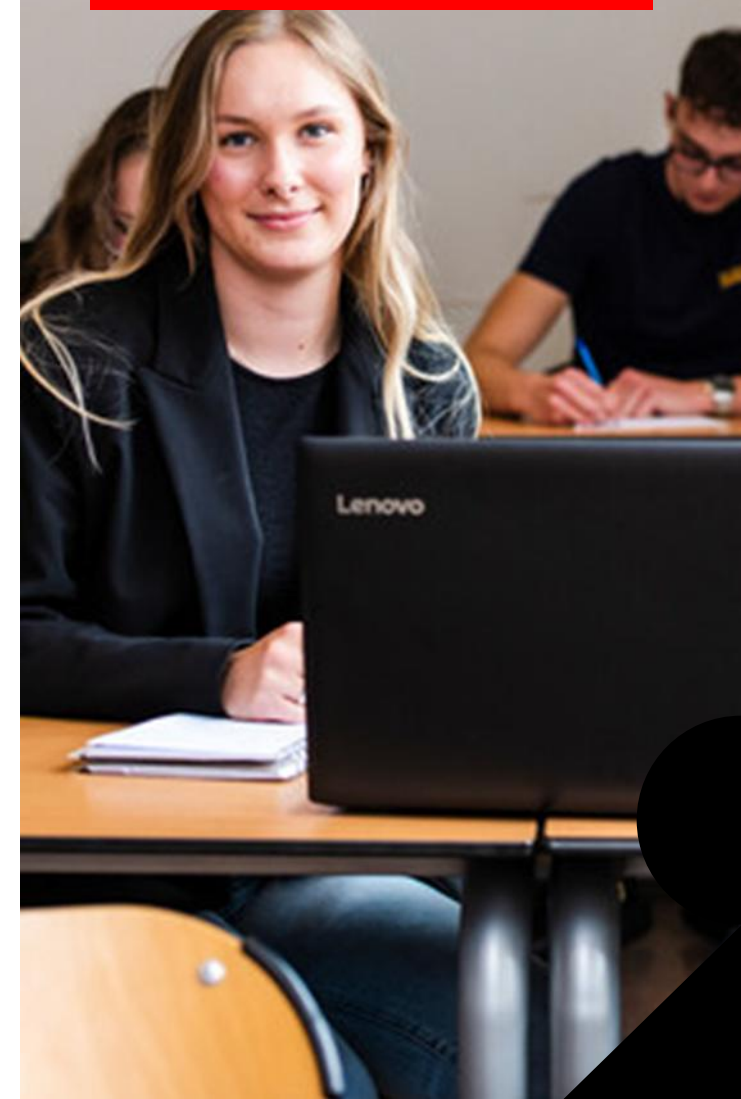
**15 ECTS**

### Program

- lectures
- assignments
- discussions of articles
- guest lectures
- other course materials.

**3 ECTS**

Semester 1- block 2  
Mid November - Mid  
February



## Global Social Enterprise

The meaning of the Global Social Enterprise will be illuminated from different major facets to reinvent international business and to understand its current complexity in today's global context of environmental devastation and social inequality. The GSE will focus not only on reducing harm but also on working pro-actively on the role of business in improving the planet by next generation business professionals. It is about challenging ways of critical thinking and working, without ignoring the tools of working and management to create the international business of tomorrow's planet. Students will be challenged to find new ways and concepts (like social entrepreneurship) of doing international business with a human focus and/or environmental sensitivity.

(Optional) English for exchange students

## International Business (Maastricht)

**15 ECTS**

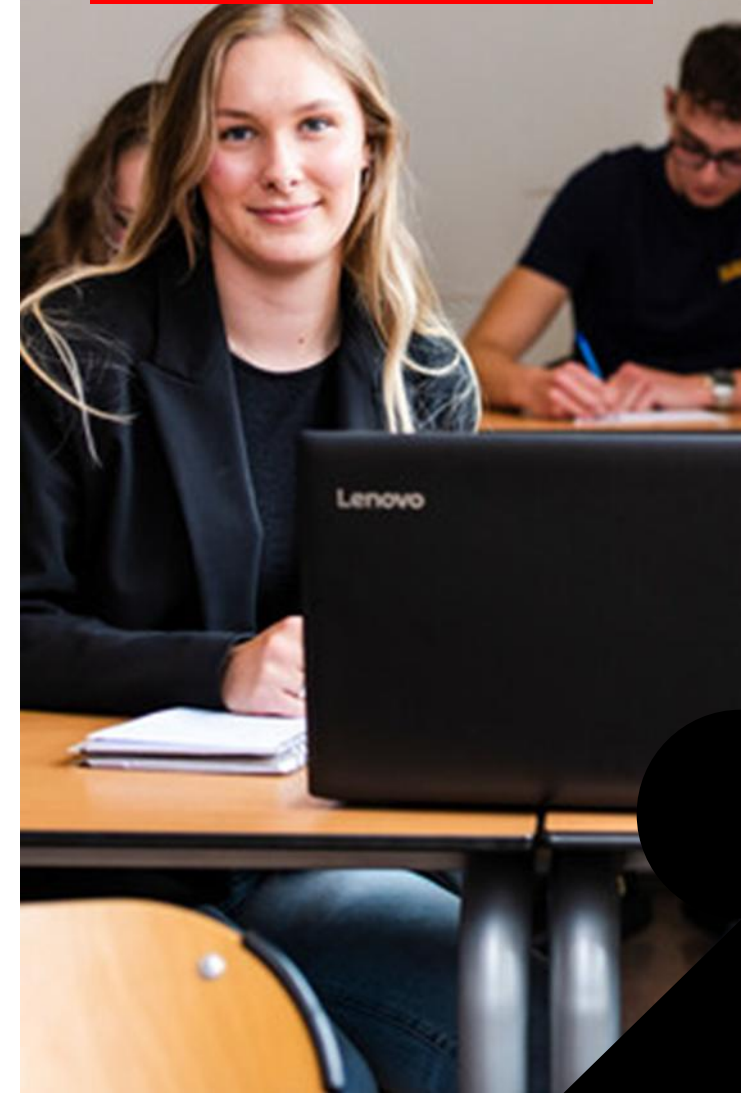
### Program

- Interactive (online) workshops
- (online) teamwork
- real life challenges,
- (online) guest lectures,
- company visits,
- a study trip (tentative)

Participants will explore, discover and connect new approaches of practicing international business from a social perspective.

**3 ECTS**

Semester 1- block 2  
Mid November - Mid  
February



## Visual intelligence

You will learn how to find, recognize and apply new insights and opportunities through the smart use of data and visualizations. You will also learn to understand the role of data and visualizations in modern society, how to interpret these data and visualizations properly, and how to deal with this data and visual input (data & visual literacy). All this is based on concrete questions from business practice.

The minor consists of a general, knowledge-expanding part (understanding data visually, data as work material, innovation with data) and a case study from business practice which you work on as a team.

(Optional) English for exchange students

## International Business (Maastricht)

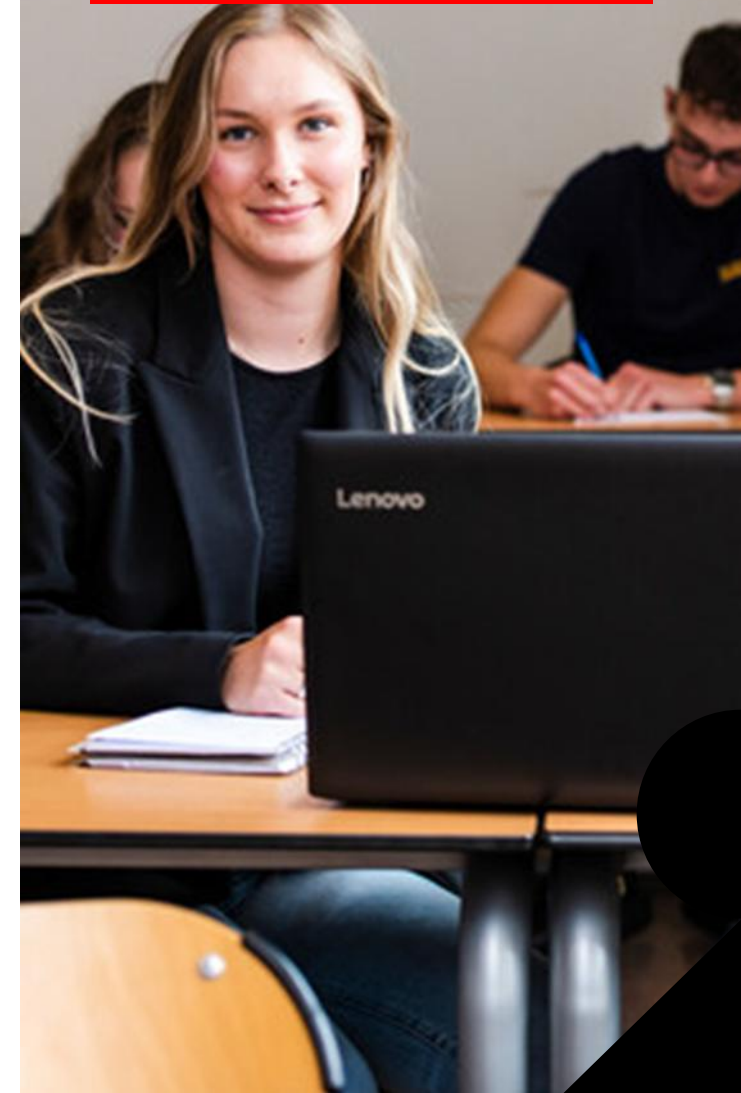
**15 ECTS**

### Program

- lectures,
- discussions,
- instruction lectures,
- project-based work,

**3 ECTS**

Semester 1- block 2  
Mid November - Mid  
February



Semester 2- block 3

Mid February -  
April



## Technology-enabled Business Sustainability

This course will focus mainly on data analytics / measurements, AI business applications, Machine Learning, use of digital tools, etc. across marketing, supply-chain management and finance-related business challenges to support decision making geared towards increase in business sustainability practices.

The aim of this course is to enable students to take more sustainability-informed decisions to increase business sustainability with the use of digital technology and data analytical tools such as AI, ML, VR, among others.

(Optional) English for exchange students

## International Business (Maastricht)

**15 ECTS**

### Program

- Multidisciplinary knowledge & skills
- Ongoing participation, class discussions, group collaboration
- Professional Product
- Contact hours throughout the week during the day, 15 hours per week.

**3 ECTS**

Semester 2- block 3

Mid February -  
April



## Building Intercultural bridges

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You'll be working on two assignments:

1. your own creative assignment on an intercultural subject of your choice: for example a documentary, podcast, social media campaign, etc.
2. your own project on a topic within cultural diversity: to contribute to awareness and/or participation around cultural diversity locally or internationally.

(Optional) English for exchange students

## International Communication & Languages (Maastricht)

**15 ECTS**

### Program

- Interactive workshops
- Coach groups
- Lectures
- Guest lectures

**3 ECTS**

Semester 2- block 3  
Mid February -  
April



## Inside China: culture, communication & society 1

Inside China: Culture, Communication & Society offers an interdisciplinary and practice-oriented minor focusing intercultural communication, Chinese language development, and global collaboration. The minor addresses the question of how communication can be effectively organized across cultural, linguistic, and societal boundaries by integrating language learning, cultural analysis, and digital media production.

Students explore key themes such as museums and cultural heritage, urban life, public space, sustainability, and contemporary Chinese society. Students design and produce cross-cultural digital media content such as short videos, interviews, and communication messages.

The language track follows a personalized learning approach. Students join the Chinese language (HSK) courses according to their motivation, goals, and proficiency level. Language learning focuses on functional communication, pronunciation, and vocabulary for everyday and professional contexts.

(Optional) English for exchange students

## International Communication & Languages (Maastricht)

**15 ECTS**

### Program

- workshops with practical cases
- language teaching flipped classroom concept (tailored to HSK)
- guest lectures by international experts
- guided self-study with AI learning tools
- feedback sessions with fellow students
- reflective learning activities

**3 ECTS**

## Inside China: culture, communication & society 2

*\*Participation in minor Inside China part 1 is required.*

Inside China: Culture, Communication & Society offers an interdisciplinary and practice-oriented minor focusing intercultural communication, Chinese language development, and global collaboration. The minor addresses the question of how communication can be effectively organized across cultural, linguistic, and societal boundaries by integrating language learning, cultural analysis, and digital media production.

Students explore key themes such as museums and cultural heritage, urban life, public space, sustainability, and contemporary Chinese society. Students design and produce cross-cultural digital media content such as short videos, interviews, and communication messages.

The language track follows a personalized learning approach. Students join the Chinese language (HSK) courses according to their motivation, goals, and proficiency level. Language learning focuses on functional communication, pronunciation, and vocabulary for everyday and professional contexts.

(Optional) English for exchange students

## International Communication & Languages (Maastricht)

**15 ECTS**

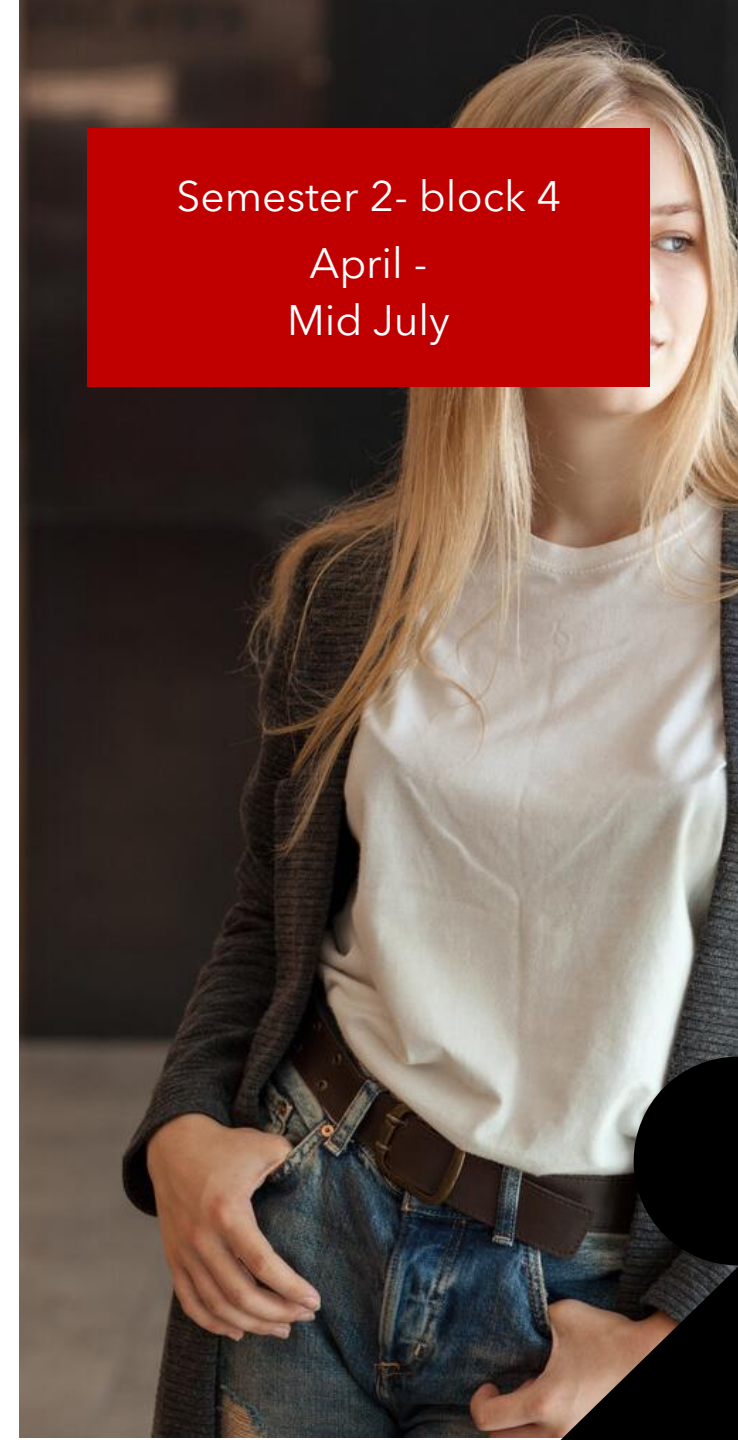
### Program

- workshops with practical cases
- language teaching flipped classroom concept (tailored to HSK)
- guest lectures by international experts
- guided self-study with AI learning tools
- feedback sessions with fellow students
- reflective learning activities

**3 ECTS**

Semester 2- block 4

April -  
Mid July



## Consulting in Sustainable International Business

Enhance your practical and research-based consulting skills in the business sustainability field. In this course students will engage into relevant field work and receive coaching, supervision, and expertise sessions on all the skills a sustainability applied consultant needs for reporting and communication of outcomes to different stakeholders.

The aim of this course is to train students on how to approach, report, and communicate the outcomes of sustainable international business operations, processes, and initiatives to specific stakeholders.

(Optional) English for exchange students

## International Business (Maastricht)

**15 ECTS**

### Program

- Multidisciplinary knowledge & skills
- Group work/workshops/flash and guest lectures.
- Ongoing participation, class discussions, group collaboration
- Professional Product
- Contact times throughout the week during the day, 8 hours per week.

**3 ECTS**

Semester 2- block 4

April -  
Mid July



## Event Management

*\*Please note that this minor does not take place at our Maastricht campus, but in Heerlen - the travel time is approximately 40 minutes by train and bus.*

In this course you and your co-students are going to work as a (virtual) event agency. You are going to design and plan one or more events and you will be accountable through a business case.

The course includes developing an event concept and planning a meaningful event in which the following elements will be addressed:

- Design: Creating an event concept on a strategic level.
- Marketing Communication: Marketing communication plan based on concept
- Event setup: e.g. project management, logistics, physical location, catering, transportation, experience, technical aspects, security, licenses and insurances, sustainability and cleaning services; budgetting
- Operations: transfer from design and setup to operations; and pro-active attitude towards (unforeseen) scenarios.
- Evaluation: all events have economic and emotional value. Research on the impact of events is important. A reality check is done during the event.

## Facility Management

### 15 ECTS

#### Program

- Tutorial groups
- project meeting
- (guest) lectures
- Workshops
- excursions
- skills training (including supplier negotiations and escape room).

Semester 2- block 4

April -  
Mid July

