

Opleiding Commerciële Economie

Jaar 1				
Periode 1	Periode 2	Periode 3	Periode 4	
Sales <ul style="list-style-type: none"> Project Sales Experience Active learning Sales <ul style="list-style-type: none"> Sales Commerciële Calculaties Consumentengedrag Workshops salesvaardigheden & mindset Rekenen 	Marketing <ul style="list-style-type: none"> Project Marketing Active learning Marketing <ul style="list-style-type: none"> Marketing Consumentengedrag Workshops informatievaardigheden Workshops rapporteren Workshops indesign 	Marketingcommunicatie <ul style="list-style-type: none"> Project Hogeschool Leiden Effies Active learning Marketing-communicatie <ul style="list-style-type: none"> Marketingcommunicatie Merkontwikkeling Onderzoek Workshops Moviemaker/Photoshop 	Ondernemen <ul style="list-style-type: none"> Project Sneakergame Project Businessmodel You Workshops 'Who the hack am I' Magazine maken Verdieping Indesign 	
Faculteitsbrede onderdelen (per periode 2 modules)				
<ul style="list-style-type: none"> Taal: schrijfvaardigheid Basisgespreksvaardigheden Presenteren 	<ul style="list-style-type: none"> English: Reading for Professional Purposes English: Power of Speech 	<ul style="list-style-type: none"> Financieel Rijbewijs WeQuest 		
Connect! (studieloopbaanbegeleiding)				
Jaar 2				
Periode 1	Periode 2	Periode 3	Periode 4	
WHY - StartUp Company Business Development <ul style="list-style-type: none"> Market Research 1 Market Research 1 - BMC Creativity Teamwork Finance 1 	HOW - StartUp Company Brand Development <ul style="list-style-type: none"> Branding en Positionering Contentmarketing Online marketing Ontwikkelen contentmiddelen Purchase and negotiations Masterclasses en workshops Analytics 	WHAT - StartUp Company Business Operations <ul style="list-style-type: none"> Digital marketing Contentpromotie 	NOW Bedrijfsstage <ul style="list-style-type: none"> Bedrijfsstage Stageopdracht/uitvoering 	
Business Development verdieping <ul style="list-style-type: none"> Purpose driven organizations Leren redeneren/argumenteren Marketing 2 	Business Development verdieping <ul style="list-style-type: none"> Excel Finance 2 	Business Development verdieping <ul style="list-style-type: none"> Market Research 2 Sales- and accountmanagement Finance 3 		
English <ul style="list-style-type: none"> Writing Power 1 	English <ul style="list-style-type: none"> Business meetings 	English <ul style="list-style-type: none"> Writing Power 2 	English <ul style="list-style-type: none"> Diversity competence 	
Faculteitsbreed onderdeel				
De Kritische Blik (periode 1 en 2)				
SLB/persoonlijke ontwikkeling				
Jaar 3				
Periode 1	Periode 2	Periode 3	Periode 4	
Stage semester I <ul style="list-style-type: none"> Stagewerkzaamheden Beroepsproduct 		Stage semester II <ul style="list-style-type: none"> Stagewerkzaamheden Beroepsproduct 		
Minoren semester I		Minoren semester II		
Jaar 4				
Periode 1	Periode 2	Periode 3	Periode 4	
<ul style="list-style-type: none"> Academic Orientation 1 Strategic Review My 21st Century goals / State of the Art 	<ul style="list-style-type: none"> Academic Orientation 2 Operational design My 21st Century skills / State of the Art 	<ul style="list-style-type: none"> Afstuderen 	<ul style="list-style-type: none"> Afstuderen 	
SLB/studieloopbaanbegeleiding/arbeidsmarktoriëntatie en solliciteren				