

**International Business Innovation Studies
Term 1**

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Negotiated Learning Units (NLU's)

For the NLU's I choose four subjects. In total will they contain 88 hours. I made well thought choices. For the enrolment I searched for four options to choose. In that way I would be sure that I would pick subjects I like. I was able to choose all the subjects I wanted in the first place. I have learned that if you really want something, you should be well prepared and ready. I know other students were late or did not have other options. It turned out that they got irritated and chose subjects they did not want at all. I am happy with my choices and I will explain why.

1. **Spanish:** I choose Spanish, simply because I like languages. Before I knew the NLU's, I thought we could also choose French and Mandarin, but I already wanted to choose Spanish. I wanted this language because there are more people speaking Spanish than French in the world. That would broaden my opportunities to go to other countries. Spanish is related to my ambitions for the future, because maybe I will go to a Spanish-speaking country for this study or later for work. It gives people a good first impression if you speak their language. You can make a good impression only once, so if I am able to speak Spanish well, that would help me as an innovator in that company and country. I also like that I had the ability to choose Spanish, because I already learned French in high school. If I had the opportunity to choose Mandarin, I don't think I would have chosen that one. I don't have a connection with Asia I think. Maybe that will change, because this summer I will go to Thailand with my family, to do volunteering work. So Spanish: I hope we will focus mostly on speaking. I think you can learn a language at best in that way.
2. **NLP (key to be more effective in work and communication):** I had to look for what NLP stands for. It stands for Neuro Linguistic Programming. How do you see something and how do you react on that. I hope I will learn a bit more about how my brain works, so I will know how to deal with certain circumstances. In that way I will get to know myself better and then I have the ability to work more effective. When I had to choose NLU's, my mother told me that I had to do this one for sure. It is related to my ambitions for the future: being able to help others in the right way. It will be useful because you can always implement it in your life. This means at school, work and in other environments. This is a skill that, I think, will help me as a business innovator. This is because I know what will happen to others and I have the ability to react on that in the correct way.
3. **Psychology:** I always thought this subject would be interesting for me. I find it interesting to study the ways of how people think. I find it interesting to hear stories of others and try to find answers on why people are acting the way they act. When I went to the market the psychology teacher seemed to be kind. I think it is important to have a good teacher. They should be contagious with their enthusiasm about their subject. I hope we will learn a bit more about how to help others and not only learn about our own ways of thinking. I want to use my knowledge to help others. I think you can grow as a business innovator if you have the ability to listen and understand the people around you. This is related to my future ambitions, because I see myself as a manager and I think a good manager is a help to employees to make them work more efficient.
4. **Mobile marketing:** I think this NLU will be the most challenging for me. That is also why I chose it. For me this is: out of the box. I don't have a lot of business experience and I want to learn more about it. Because I don't know much about it, I think I have to put a bit more effort in it than others. I hope that we will work on real cases, because I think that is how you can learn something the best. I am very curious about this NLU. I hope the teacher is able to explain it to me in an easy and understandable way. Knowledge about marketing is never wrong I think and general knowledge is important to think of new ideas. That is why it would help me in the future as a business innovator.

Reflections per subject

To show what I have learned for each subject I made separate reflections. I will add the Meta skills that are involved to this subject and I will explain them. This is part of the evidence for my learning progress.

PSD1 (Meta skills: Define, Design, Execute, Learn)

- 1. Thinking and reasoning:** in this subject I became aware of the fact that I use system 1 a lot. That means that I give answers quick and base answers on my intuition. I know now that I should use system 2 more often. This makes me think in a more critical way. I also learned how to make good argumentations. I have noticed that sometimes I find it hard to explain myself. The result is that I repeat what I want to say. Because of this subject I became more aware of that.
- 2. Information skills:** I did not know there were tricks for searching information. Now I am using some tricks to find results on google or at another source. I mostly use the exclamation marks. I have used it when I had to find information about my subject for the international world of business. I think the last lesson of information skills was the best, because we learned how to organise your sources. That was useful for me, because I never knew how to do that. I think it is important to be able to represent your sources.
- 3. HTML&CSS:** this part of PSD was the newest for me. I have never made a website before. I think it was interesting to do. We had some problems with the explanation of the content. We talked about it with the teacher and noticed some difference. The teacher explained the content a bit slower and paid more attention on the participation of the students. The reason why I had a hard time concentrating was because the teacher sat all the time. It is logic, because it needed to be explained on the computer. But it is not an active way of teaching. So for me that was a bit hard, but I got used to it later.
- 4. What's in my backpack:** I enjoyed this subject the most. It was the most interesting and challenging PSD. Why? Because we had to take a close look to who we are as a person. I did not find it very hard to explain who I am or what I am capable of. In church we talk a lot about who we are and what our strengths are. That is why I was a bit surprised when people told they never really looked at themselves in that way. One of the interesting parts was that we always talked about 'maximizing your potential'. I became aware of my own potential and I wanted to share this 'message' with others. I learned that I am capable of many more things. Something I found hard to do was defining my (business) goals. It was hard for me to find a good balance with my passion for my belief and what I wanted to do in the business world. I came to the conclusion that I would like to work in a Christian company which helps people directly. This company will give me the opportunity to develop my capabilities as a manager. Maybe this will change in the upcoming year, but this is where I see myself in the future. This course gave me a lot of thinking material. I found it hard to express myself sometimes and I was, in the beginning, a bit afraid of what others would say. I had to force myself to open up in class to make myself heard. When I did this I noticed that I became more relaxed. I became myself again. As I said: this course gave me a lot of thinking material. I thought about the situation I am in now: it is very good. I have a boyfriend, amazing family, save country. But I wanted to maximize my potential. I started doubting about who I am and what I am capable of. We did some personality tests and this gave a bit of a fundament or something. I have always known who I was and suddenly I did not. This whole study was new and I was very busy. I broke up with my boyfriend because I felt a bit insecure about the whole situation. After a lot of thinking and taking some rest, we got back together and it is way better now. The course made me realise that I want to achieve more than I am achieving now. I needed a bit more space. Now I have found a better balance in working on school and doing fun things. Never thought this study would have so much impact on my life.

Fundamentals of business (meta-skills Define, Execute, Learn)

This course was/ is a bit hard for me. Especially in the beginning. I had to work with real business terms and I had to think in a different way. We used new words which I did not even know in Dutch. I saw a difference between other students who are a bit older or who did a previous business study. They were able to give answers more easily and they understood the content faster than I did. I learned to use business language and I learned thinking in a 'business' way. As I said: it is a subject that is a bit more difficult than other subjects. For the next term I want to be better prepared for the classes. I know that when I don't like something that much, that I will postpone my tasks. But in this case that is not the best thing to do. I want to challenge myself, so I should do that with this subject as well.

The international world of business (meta-skills Define, Design, Execute)

I enjoyed this subject. This is because I think history is interesting. When someone asks me what this subject contains, I explain that it is economics and history mixed. I am not extremely good at economics, but because it is about history it makes it more fun. I learned how the economy rules are implemented in the history. I have learned to do research to a certain topic. The assessment we had to do for IWoB was a bit hard for me. I came up with an event late and I had to work very hard in a short time. I don't want to do that anymore and for the following assessments I will start earlier. I think I overlooked the amount of work I had to do. I had some stress for the presentation. I think my advantage is that I am good at presenting. So I wasn't worried about that, but about the content I needed to present. I hope the mark is good, because I absolutely did my best!

English (meta-skill Execute)

In the English classes I improved my English. I learned new grammar rules or just refreshed my memory. I practiced English by doing my homework every week. I know I am not very good at English and that is why I pay a lot of attention in classes. We had to write a letter about our life turn and received feedback on it. I learned that I need to focus on certain grammar rules and that I need to watch out for making sentences too long. I try to implement that in my reflection. In the beginning I had to find my place in the group. I did not want to answer the questions, because I was afraid of phrasing it in the wrong way. I know that I can learn a lot from my mistakes, so now I force myself to ask questions or answer them.

General reflection

We started this program with the kick-off week. I will also tell a bit about my learning during those sessions from the key note speakers. I learned from:

- Paul Ensly (Jij&Wij): in a company it is not always about money. It is also important to help each other. You can use your capabilities that others may not have. Because you are a business, you have to make money. If you have a good idea you have to go for it! You can learn from your failures
- Jurrian van 't Hof (Heineken): the main goal to do in innovation is to get more money. It is important to have a constant growth. Competition is not the most important thing. It can only be confusing. You should always look at the customer needs and look at the inside.
- Make Amsterdam presenter: if you have a good idea, just go for it. You can change the world. Don't look at all the possible failures, look at the possibilities. Think big, have a good network.

I wrote after the kick-off week the following reflection: don't panic when you have to do something new. Just go with the flow! You can make something out of nothing (assignment when we had to make something for in the park near the school). You are capable of making new things and you can come up with new ideas. Be professional and on time. You can do it!

I still agree with what I said in the first week. I had to push myself out of my own box and just throw myself in the assignments. When I had to start I thought I couldn't do it, but it turned out well at the end. I have noticed a great learning curve this term. I am more open to new ideas and I do not exclude extreme ideas. I found the idea of going to a foreign country a bit scary. I talked to my uncle before I started this course. I was a lot more insecure about my future plans. I thought it would be hard to talk English all the time and I also thought it would be hard to learn so many new things. After a couple of weeks I got, as I said, more open. Now I am not afraid to talk English in class because I realised that there are more students who think it is a bit scary to do so. I wanted to stand out and tried to ask questions in class to challenge myself. My family says that I got more professional during this term. I have a better idea of what I want to do and I know where I need to work on.

