



Date

17-07-2020

Subject

Welcome!

Email

masterDDB@hva.nl

Dear student,

We welcome you to the Master Digital Driven Business! We look forward e-meeting you at the start of the online introduction program at Monday, 24 August.

This letter informs you about practical matters and procedures. We advise you to read this letter and the attachments carefully since they contain important information that will help you get off to a good start.

Online lectures

We decided to offer our lectures (including the Introduction Program) 100% online for the first block in the first semester for all students. The second block in the first semester will also be online, dependent on the COVID-19 situation at that moment. When regulations become loose, it may be possible that we will organize some hybrid lectures (online & offline) in the second block.

Although we offer our lectures online, we advise all students (including our foreign students) to come to Amsterdam. Part of the program will be working in subgroups, which can be organized physically on your own (outside or inside the building), taking into account the rules of 1,5 meter distance.

Who is who? Personal introduction video

Who is who? Always exciting to start a new Master study and interesting to meet new people! Because we start our introduction programme online, we would also like to organize our personal introductions online. Please make a short movie (max. 3 minutes) in which you briefly introduce yourself and give an insight in your passions, interests, the country where you come from, your way of living etc. Be creative ☺ ! Before we start our program (let's say one week before 24 August), we will send you the instructions how to upload your personal video on our platform, which only can be seen by all Master students and teachers and will only be used for introduction purposes.

Introduction Program (IP)

The online Introduction Program will start on 24 August at 09:30 am. In the attachment, you will find more information regarding the program (24-28 August). Please read this document carefully to ensure that you will be prepared well. Before starting, we will send you an invitation (link) to join our online sessions.



Each day of the IP, you will work together with a lecturer on a particular subject, which relates to one or more modules in the main master programme. At the end of the week, there will be a session in which you can evaluate your knowledge, establish areas for further development and start to create your (personal) professional development plan.

Please also find attached 2 articles you have to read before the start of the IP:

- Readings about IS and IT; Laudon and Laudon, 2018.
- The relationship between 21st century skills and digital skills: a systematic literature review; van Laar c.s.; 2017.

Login, software and hardware

To enable you to fully participate in the Introduction Program, we ask you to make these preparations:

- You received an AUAS ID in order to access the university digital environment, such as email, Brightspace and the library system. From August you will also find a guide on the [start study year](#) webpage that explains how you can view the timetable, for example, or how you can access your email. [Questions? Servicedesk ICTS](#)
- Please assure to have a Windows based laptop. For Mac users please install a windows system on your laptop. Minimum hardware requirements: part. intel i5 6th gen, Ram 8 GB, SSD 256 GB. (You can buy second hand at [surfspot.nl](#) or [usedproducts.nl](#) However, if you buy from surfspot or usedproducts, normally they would not come with an SSD. If you go to mediamarkt and buy the SSD there, they can install it for a small fee).
- Please install R, R Studio, Tableau and of course Microsoft Office in your Windows system. In the attachment, you will find more information regarding the installation procedure of these programs. (In the Netherlands students can access surfspot.nl to purchase software and hardware with a subsidized cost. But for this you do first need to have a working university account (AUAS login ID).
- Please purchase a raspberry pi; see the following link for the installation manual: <https://projects.raspberrypi.org/en/projects/raspberry-pi-setting-up>

Literature

You will find the reading list for quarter 1 in the attachment.

Timetable

Digital Driven Business students will be enrolled in groups DDB1A or DDB1B

As of mid August you can find the timetable on [rooster.hva.nl](#)

Brightspace

Brightspace (<https://brightspace.mijnhva.nl>) is the digital learning environment that will be used by both students and lecturers. Course websites on Brightspace will offer you access to for example teaching materials, assignments, announcements and a calendar.

MyAUAS (mijnhva)

We strongly recommend you to begin every study day with checking MyAUAS, our University's intranet. Through MyAUAS, you can access:

- General announcements;
- SIS (results);
- Information about formal procedures;
- A-Z list (provided by the helpdesk);
- Contact details;
- Brightspace;
- Etc.

Building Fraijlemaborg (second semester)

<https://www.hva.nl/locaties/hva-locaties/fraijlemaborg.html>



Enrolment procedure

The Central Student Administration (CSA) is responsible for your application, tuition fees etc. Please direct your questions to the [Digital Service Point](#), whatsapp +31 (0)6 28 53 35 46 or call +31 (0)20 595 1401 (working days from 9:00 to 17:00). Receiving this letter does not mean you are accepted into the degree programme. In order to be accepted you need to complete all steps in the registration process. For more information: www.amsterdamuas.com/enrolment

Please note that the CSA can be contacted during the summer break in case of any enrolment-related issues. However, please realize that it may take this office longer to respond or to solve issues during this period.

Start study year

You can also find a lot of information on [start study programme Master Digital Driven Business](#). Please rest assured that we will help you from 24 August on if you experienced issues that prevented you from making all of the mentioned preparations!

For students from outside the Netherlands:

Information Practical Matters:

Helpful information: <https://www.amsterdamuas.com/education/practical-matters/practical-matters.html>

Housing

Those students from outside the Netherlands who are still looking for housing in Amsterdam, can receive assistance from the AUAS. The relevant contact details are: housing@hva.nl: www.amsterdamuas.com/housing

T:0031 6 15398122

Online lectures

As we mentioned, we decided to offer our lectures (including the Introduction Program) 100% online for the first block in the first semester for all students.

This means that, despite where you are in the world, you can start the first block online. If you choose to stay in your home country, or travel to the Netherlands, you will need to finalize your enrolment before you start the program, and follow the travel advice determined by your own country and the Dutch Ministry of Foreign Affairs before travelling here.

We would like to know if you will be travelling to the Netherlands, or you will stay in your home country. Please can you let us know your decision by sending an email: masterddb@hva.nl
We look forward to your message!

Finally, on behalf of all lecturers involved in the Master Program, we wish you a lovely summer!

Kind regards,

Marieke Struijk, educational coordinator Master DDB

Marcel Wollaert, head of department Master DDB