

Amsterdam Business Research Institute  
**Generating Impact with Academic Work**

Course Manual

Academic year 2024 – 2025

Version subject to change



<b>Course title</b>	Generating Impact with Academic Work
<b>Coordinator(s)</b>	S.C. Friesike
<b>Lecturer(s)</b>	S.C. Friesike
<b>Study period</b>	January 2025 (Period 3)
<b>ECTS</b>	2 ECTS
<b>Tuition</b>	€500 20% discount on early bird registration: €400
<b>Course Objective</b>	<p>Students who have passed this course will have</p> <ul style="list-style-type: none"> <li>• Gained an understanding for the dimensions, processes, and effect mechanisms of societal impact</li> <li>• Gained an understanding of the possible forms to translate academic knowledge to specific audiences (e.g., teaching, practice, policy-making...)</li> <li>• Will be able to devise an impact strategy for their own academic work in order to address the needs of a specific audience</li> <li>• Develop an understanding of the multiple available ways to generate impact</li> <li>• Reflected about quality and ethics of knowledge transfer activities</li> </ul>
<b>Course content</b>	<p>Impact beyond academia is a core aim of any research endeavor and currently receives increasing attention from research organizations and science funders. In the Netherlands for instance ‘Relevance to society’ is one of three criteria in the national protocol for research assessments. Despite the fact that impact is a key objective of academia, it hardly plays a role in the education of young scholars. That is why this course provides an introduction to different forms of societal impact as well as to different quality regimes. In the course, participants learn, which strategies scholars can apply to have societal impact, which methods work in which cases, and how to develop an impact strategy that fits the specific type of academic work the individual scholars are engaged in.</p>
<b>Teaching Methods</b>	<p>The course is taught in two blocks: an input block where we explain the fundamentals of academic impact and a workshop block in which students devise their own impact strategy. Each block will cover a full day. In between students have to work on an assignment, which will be presented in the second block.</p>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Written impact strategy</li> <li>• Presentation of assignments</li> </ul>

- Attendance obligation. Students who miss more than 20% of the time are not eligible to pass the course.

**Literature** The list of readings will be provided on the Canvas site of the course.

**Target Audience** This course is only available for research master and PhD students. All participating students are expected to be proficient in English.

**Additional Information**

Both lecturers do not work at the VU. Therefore, please get in contact via email if you have any questions about the course.

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**Course Schedule**

Thursday, Jan 9th, 10:00 - 17:00 // NU-4B47

Thursday, Jan 23rd, 10:00 - 17:00 // BV-0H54