

Course: European Business Plan Project 1

credits: 5

Course code	LBVB21EPP1	Modes of delivery	Education
Name	European Business Plan Project 1	Assessments	Assignment - Assignment
Study year	2021-2022		
ECTS credits	5		
Language	English		
Coordinator	J. van der Sluis		

Learning outcomes

Upon completion of this course, students should be able to:

- Become aware and understand growth drivers and barriers of doing business internationally;
- Identify and understand the implications of all relevant environmental forces at play when exporting to a key European market;
- Understand and successfully apply a set of relevant strategic business tools in an integrated way;
- Develop, present and critically reflect on a feasibility study, through group collaboration and teamwork;
- Gain understanding of functional and behavioural competencies of international entrepreneurship

Competencies from the IB Programme Learning Outcomes (level 3):
WT 1, WT 3, WW 7, LW 8, LW 11, TWM 24

Content

The course aims to develop a solid understanding of the importance of international trade, to stimulate international entrepreneurship and to skilfully apply the various course subjects and business tools into an area/feasibility study in the context of exporting a selected product or service into a key European country.

The course emphasizes the implications of all major environmental forces that require different business/marketing strategies abroad than are used in the home market; and in guiding students to present tailored solutions in an integrated way.

Included in programme(s)

Minor European Business

School(s)

International Business School

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