

Course: European Business Plan Project 2

credits: 5

Course code	LBVB21EPP2	Modes of delivery	Education
Name	European Business Plan Project 2	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:

- Understand the key principles, components and interactions of strategic business planning
- Identify and assess major business model shifts that will create more added value and relevance to customers
- Understand and apply multidisciplinary components & tools and how these impact on and interact with an integrated Business Plan.
- Develop an integrated European Business Plan related to the circular economy and with a product or service stream between two European countries.
- Build content, present and critically reflect on final output through installing an innovation mindset, active group collaboration and teamwork.

Competencies from the IB Programme Learning Outcomes (level 3):

WT 1, WT 2, WT 3, WW 7, LW 10, LW 14, TWM 24

Content

The course aims to install a holistic perspective on strategic business planning within the business environment of the European Union (EU-27); to rethink current business models and to inspire students to shift from linear to circular and from traditional pipeline to platform business models and with an integrated multi-disciplinary approach (e.g. marketing, supply chain management, finance).

Included in programme(s)

Minor European Business

School(s)

International Business School

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