

Course: Integrated Case 1

credits: 3

Course code	IBVP15ICA1A	Modes of delivery	Education
Name	Integrated Case 1	Assessments	Integrated Case 1 - Computer, organised by STAD examinations
Study year	2022-2023		
ECTS credits	3		
Language	English		
Coordinator	J. Wang		

Learning outcomes

From a clearly arranged situation for a service, trading or manufacturing company, the student has the basic knowledge to, individually:

- carry out cost calculations involving indirect costs;
- analyse outcomes of cost calculations involving indirect costs;
- demonstrate the connection between theoretical concepts and practical problems in the field of marketing;
- recognize, describe and interpret a marketing problem and apply solutions based on marketing tools in order to achieve company goals and objectives
- calculate appropriate Cycle Stock, Safety Stock and Economic Order Quantities in situations of known supply and demand
- identify and determine the causes of logistics and supply chain problems and to apply logistics and supply chain theory in developing solutions to specific company problems

Competencies from the IB Professional Profile:

TWM15-1, TWM20-1, TWM18-2

Content

In this module the students will gain further knowledge in the principal areas of business and will have to show the ability to apply this knowledge to a case study.

Included in programme(s)

International Business 3 Year

School(s)

International Business School