

## Course: Business Lab 4

credits: 6

<b>Course code</b>	IBVP15LAB4C	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Business Lab 4	<b>Assessments</b>	Assignment - Other assessment
<b>Study year</b>	2022-2023		
<b>ECTS credits</b>	6		
<b>Language</b>	English		
<b>Coordinator</b>	J. Wang		

### Learning outcomes

In a relatively clearly arranged situation, the student is able to:

#### Marketing:

- Show entrepreneurial thinking, strategic vision and integrated understanding of a business in an international context
- Develop a professional marketing plan based on professional data analysis and justify the research methods used
- Analyze foreign markets (micro- and macro-environment) using appropriate tools and models;
- Analyze the fit between the organization, its product(s) and services and the environment, including actors and interfaces in the supply chain
- Identify ethical and corporate social responsibility related challenges when expanding into a new market

#### Finance:

- Analyze short-term financial requirements
- Prepare cash budgets, budgeted income statements and cash flow statements
- Comment on the feasibility of the expansion project

#### HR/ Organizational Behaviour:

- Apply theories of HR/management to successfully implement the business idea
- Apply theories of organizational behavior (with a focus on personality, motivation) to successfully implement the business idea

#### Law:

- Analyze the legal constraints in the new market

#### General:

- Write a professional report with his/her project group
- Defend a professional report with his/her project group

#### Competencies from the Framework Competencies IBMS

WT3-2, WT1-2, WT2-2, TWM15-2, TWM18-2, TWM19-2, LW10-2, WW6-2

WW4-2, TWM24-2

### Content

Students will work in groups to come up with integrated and creative solutions to practical issues when expanding business to a foreign market. In multi-national teams, students, will create a business plan, which they will defend in front of a jury of IBS lecturers. Cooperation, creativity, professionalism and entrepreneurial attitude is key to the success of this project.

### Included in programme(s)

International Business 3 Year

### School(s)

International Business School