

Course: Business Lab 2

credits: 4

Course code	IBVP16LAB2C	Modes of delivery	Tutorial
Name	Business Lab 2	Assessments	Assignment - Assignment
Study year	2022-2023		
ECTS credits	4		
Language	English		
Coordinator	J. Wang		

Learning outcomes

For a manufacturing company, through group work, the student has the basic knowledge and skills to:

Finance:

- prepare an operational and financial budget
- recommend a strategy to improve the company's cash

conversion cycle

Marketing & Innovation:

- formulate and justify decisions that lead to innovation within all areas of the marketing mix: product, price, place and promotion
- apply theories of innovation management to create a competitive advantage in the organization
- recommend a strategy to improve the company's marketing

mix decisions

HR/Organisational Behaviour:

- evaluate different organizational structures and motivate the

choice of structure selected

- apply theories of change management in order to successfully implement a new structure
- recommend suitable organizational approaches to deal with organizational stress
- Supply Chain Management:
- analyze the logistics environment, both internal and external, in order to identify internal logistics strengths and weaknesses and external logistics opportunities and threats
- develop an innovative supply chain strategy in order to create competitive advantage for the company

Communication:

- write coherently with appropriate use of vocabulary, grammar and syntax at a B2 level.
- follow the standard structure for business reports.
- use Harvard Referencing correctly.
- give an effective and confident presentation demonstrating competence in organizing ideas and material.
- speak coherently with appropriate use of vocabulary, grammar and syntax at a B2 level
- The student makes effective use of powerpoint.

Research:

- develop measurable, timely and relevant research questions and formulate research hypotheses;
- design and conduct questionnaire survey;
- analyze quantitative data, test the hypotheses and arrive at relevant conclusions;
- reflect on research process and its reliability and validity.

In the report of Business Lab 2 the student demonstrates an advanced level of understanding of a full-featured word processing program and a spreadsheet application. In the presentation of Business Lab 2 the student shows the ability to appropriate use Windows Powerpoint.

Competencies from the IBMS Professional Profile:

Content

The focus in period 2 will be on innovation and innovation management. In the principal business area of marketing students will learn more about various sources of innovation and innovation management, based on entrepreneurship. In period 1 the focus was on creating a report regarding TopSim Easy. In period 2, students continue with their group report of period 1, but each group is asked to analyse the information and suggest an innovation strategy within each principal area of business. For each strategy it needs to be explained how it helps the company create a competitive advantage.

Included in programme(s)

International Business 3 Year

School(s)

International Business School

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