

## Course: International Strategy

credits: 2

<b>Course code</b>	TBVH2INS	<b>Modes of delivery</b>	Education
<b>Name</b>	International Strategy	<b>Assessments</b>	International Strategy - Computer, organised by STAD examinations
<b>Study year</b>	2022-2023		
<b>ECTS credits</b>	2		
<b>Language</b>	English		
<b>Coordinator</b>	M.W. Visscher		

### Learning outcomes

Students can determine the relevant factors to perform an external analysis in an international business environment;  
Students can determine the relevant factors to perform an internal analysis;  
Students can deduce and develop alternative international (marketing) strategies from the combined outcomes of the internal and external analyses;  
Students can judge the feasibility of different strategic options.

### Content

The course 'International Strategy' deals with making strategic decisions in an international context. The course provides insight in subjects that are relevant to different levels of internationalization. It prepares students to deal with relevant issues and steps to be taken in entering foreign markets and making international investment decisions.

### Included in programme(s)

Minor International Industrial Entrepreneurship  
Industrial Engineering Major Internat. Technology Management  
Exchange International Industrial Entrepreneurship (spring)  
Industrial Engineering Major Management and Consultancy

### School(s)

Institute of Engineering