

## Course: Project International Strategy Development

credits: 4

<b>Course code</b>	TBVH2PISD	<b>Modes of delivery</b>	Education
<b>Name</b>	Project International Strategy Development	<b>Assessments</b>	Project International Strategy - Other assessment
<b>Study year</b>	2022-2023		Scenario Game - Other assessment
<b>ECTS credits</b>	4		
<b>Language</b>	English		
<b>Coordinator</b>	M.W. Visscher		

### Learning outcomes

- Students can draw up, interpret, and evaluate various scenarios relating to strategies in an energy-related field in a simulation game
- Students can formulate a strategy for a company in a technological and international setting
- Students can set up a research, gather and analyze data, turn data into information based on field-related theories, and formulate an advice for new and existing technologies to the company management
- Student scan write a business plan for an international company.

### Content

Students formulate a strategy for international expansion for an international company in the field of energy using a SWOT analysis and different models for the interntal analysis and for the external analysis. For the external analysis students are given a region. An existing company is used as a case.

The management game is part of the project and is a global startegy simulation within the energy sector. It gives students the opportunity to experience the complexity of decisions that have to be made during the energy transition and combines desk research with scenario planning.

### 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

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