

Course: Project Organisational Design

credits: 3

Course code	TBVH2POD	Modes of delivery	Education
Name	Project Organisational Design	Assessments	Project Organisational Design - Other assessment
Study year	2022-2023		
ECTS credits	3		
Language	English		
Coordinator	M.W. Visscher		

Learning outcomes

Students will be able to analyse and describe international opportunities for a company;
Students will be able to convince and recommend the best strategy for internationalisation in a certain market segment given the company's mission and strategies;
Students will be able to distinguish trends and analyse international relations and conditions;
Students will be able to explain financial and commercial feasibility, identify technological developments and recognise law systems in a specific market segment;
Students will be able to recognise and explain cultural differences in a professional setting;
Students will be able to create a business plan in which the human resources are widely developed.

Content

Students write a business plan for setting up a production plant for a specific product or product group in a foreign country or region. The plan should consist of details about the subjects listed below. This plan has to be presented and defended for the board of managers.

This project integrates the subjects Import and Export, Business Economics, HRM, Interculturalism and Organizational Structures. The business plan has to be presented and defended for the board of managers (the lecturers) in order to make an investment decision. The project will be carried out in groups of students, preferably a mix of students with different nationalities.
The subjects below will provide a basis for completing the project.

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