Course: Integrated Assignment 2.1: Strategy & Export — credits: 5

Course code	IFCB19IA21
Name	Integrated Assignment 2.1: Strategy & Export
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	P. Drent
Modes of delivery	Assignment Project-based learning
Assessments	Integrated Assignment 2.1 - Other assessment

Learning outcomes

- The students knows different business models and can motivate and apply the right model for a company.
- The student identifies and analyses the risks that come with the chosen strategy, designs appropriate processes and finds new solutions.
- The student can consider alternative trade possibilities based on a chosen strategy and in combination with the environmental influences and the financial situation.
- The student recognizes risks that are caused by interest and exchange rates and covers them with financial instruments.
- The student communicates in English in writing in a financial economic context. The communication is aimed at advice and forming an opinion: the student delivers an advisory report.
- The student conducts a semi-structured interview, which has been prepared by making an interview setup, in which the student applies conversational techniques, applies the structure of the interview and responds to the interviewee in such a way that enough information is gathered.
- The student demonstrates the research skills of a financial professional, and can motivate and argue solutions chosen from a helicopter perspective and with an objective view of practical issues.

Content

During this assignment you will draw up an export strategy for an existing organization. During 10 weeks you work in groups with fellow students and via the scrum methodology.

You will apply the knowledge you have gained in the courses Strategic Management and International Finance and Economics 2. Various topics are discussed, such as internal and external analysis, the translation of a strategy into goals, interest and currency risks. The purpose of the Integral Assignment is that you gain insight into relationships between the two different fields.

To find out what the company is asking for related to an export strategy you will conduct a semi-structured interview. You demonstrate research skills of a financial professional, the outcomes of the research will has to be written in an advisory report for the organization.

Included in programme(s)

International Finance & Control

School(s)

Business & Law

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