Hanze

Course: Business Essentials — credits: 5

Course code	LBVP26BES1C
Name	Business Essentials
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	J. Wang
Modes of delivery	Education
Assessments	Other assessment - Other assessment

Learning outcomes

PLO1: International Business Opportunities
In this course, students work in groups to make business decisions within a simulated environment, starting with business strategy, adapting to market changes, and making critical decisions across key business areas.

Learning Line: Management
CLO1: The student can define clear business goals and strategies, ensuring consistency across decisions, such as pricing, quality, and market positioning, to achieve long-term organizational value.

PLO2: Business Transformation
In this course, students reflect on their results and adjust their business strategies or decisions as needed.

Learning Line: Management
CLO1: The student can reflect on the company's performance in the simulated environment and make data-driven adjustments to their strategies, optimizing sustainable international business practices in future periods.

PLO3: Relationship Management
In this course, the students work in a culturally diverse group and together work as managers of their company in a simulated environment.

Learning line: Global mindset and professional development
CLO1: The student can effectively summarize the entire teamwork process.
CLO2: The student can communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.

PLO4: Self-Management
In this course, the students increase self-awareness during their project work in a group.

Learning Line: Global mindset and professional development
CLO1: The student can identify their own strengths, weaknesses, and cultural foundations to increase self-awareness.
CLO2: The student can understand their role in a project team, give and receive feedback to improve cooperation.

Content

This course introduces key business domains—marketing, accounting, and supply chain management—in a global context to build students' understanding of decision-making within a business simulation. Personal and intercultural development sessions support the group's work process, while a business communication workshop equips students to effectively present their combined insights. Together, these elements foster responsible entrepreneurship and strategic thinking aligned with SDG 8: Decent Work and Economic Growth.

Included in programme(s)

International Business 3 Year

School(s)

Business & Law

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