

Minor

Qualification awarded

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Length of the programme

6 months

ECTS credits

30

Level of qualification

Bachelor

Mode

Full-time

Language

English

School

International Business School

Locations

Groningen

Minor European Business

Profile of the programme

The Minor EU helps students develop an understanding of the different business situations that arise in European Union countries, such as legal, finance, logistics and human resource management. The minor also investigates the role of the EU in business life, enabling students to explore how businesses can benefit from the EU or how they may be hindered by the rules and regulations.

Block 1

ARR

An information literacy training by the Hanze IBS Media Library is part of the ARR module.

EPP1

The course aims to develop a solid understanding of the importance of international trade, to stimulate international entrepreneurship and to skilfully apply the various course subjects and business tools into an area/feasibility study in the context of exporting a selected product or service into a key European country.

The course emphasizes the implications of all major environmental forces that require different business/marketing strategies abroad than are used in the home market; and in guiding students to present tailored solutions in an integrated way.

PES

The course focusses on developing an awareness and understanding of the driving forces behind Purpose Economy and Sustainability; apart, on differences and their interconnectedness.

Besides gaining an awareness and understanding, attention is paid to how to identify and employ methods of actual implementation of the concepts of Purpose Economy and Sustainability in nowadays business life.

Block 2

EUC

During this course, the students will discuss the impact on business life in the EU using different modes like the EU-Treaty and EU-Institutions, the Free Movement of Services, People, Goods and Money and of course the Euro.

Besides discussion, this course offers an intercultural component.

In the study abroad semester of the main phase, students focus on improvement of intercultural adaptability, by reflecting on the students' behaviour towards cultural differences during the study abroad in the host country. At the end of the study abroad semester, the student submits to his/her coach a reflection report. The exercises in this report are designed to help the student reflect on his/her experience and to define a clearer learning strategy to achieve his/her professional goals.

EPP2

The course aims to install a holistic perspective on strategic business planning within the business environment of the European Union (EU-27); to rethink current business models and to inspire students to shift from linear to circular and from traditional pipeline to platform business models and with an integrated multi-disciplinary approach (e.g. marketing, supply chain management, finance).

IEC

Design Sprint, Team Canvas, Ideation Tools, Customer Journey Map, Value Proposition Canvas, Business Model Canvas, Intermediate Pitch to Class, Persuasive Appeals, Storybrand

From a Macro European Business level this minor also touches upon the individual entrepreneurial mindset. How agile entrepreneurship links to innovation processes to create value for society, whether it be on a European level or individual countries within the European continent. Agile is a method to solve predefined problems, while design thinking and design sprint focuses on finding the right problems to solve. Students are asked to be entrepreneurial in creating products/services that add value to society, locally and/or on a European level. Keeping in mind the lessons learned from other courses in regard to understanding the European Business environment – its opportunities and challenges.

Learning outcomes

The Minor EU helps students develop an understanding of the different business situations that arise in European Union countries, such as legal, finance, logistics and human resource management. The minor also investigates the role of the EU in business life, enabling students to explore how businesses can benefit from the EU or how they may be hindered by the rules and regulations.

- Acquire a holistic view on strategic business planning within the (business, cultural) environment of the European Union,
- Develop further insights into the impact of the EU-Treaty and EU-Institutions, the Free Movement of Services, People, Goods and Money and the Euro on business life in the EU,

- Be able to identify and employ methods of actual implementation of the concepts of Purpose Economy and Sustainability in contemporary, European business life.

Block1

ARR

Upon completion of this course, students should be able to:

- Formulate a problem statement and a linked research objective/question;
- Write a relevant literature review, design a conceptual model and develop sub research questions (sRQ's);
- Design a suitable research methodology guided by the sRQ's addressing sampling, primary data collection and analysis;
- Draw conclusions based on the results/findings and formulate recommendations;
- Demonstrate critical and logical thinking skills in researching and (report) writing;
- Increase their (business) English vocabulary;
- Critically reflect on their researching and reporting process, on the process of group collaboration, and on their individually assigned specific research area

Competencies from the IB Programme Learning Outcomes (at level 3): WT 1; WW 7; TWM 24

EPP1

Upon completion of this course, students should be able to:

- Become aware and understand growth drivers and barriers of doing business internationally;
- Identify and understand the implications of all relevant environmental forces at play when exporting to a key European market;
- Understand and successfully apply a set of relevant strategic business tools in an integrated way;
- Develop, present and critically reflect on a feasibility study, through group collaboration and teamwork;
- Gain understanding of functional and behavioural competencies of international entrepreneurship

Competencies from the IB Programme Learning Outcomes (level 3):

WT 1, WT 3, WW 7, LW 8, LW 11, TWM 24

PES

Upon completion of this course, students should be able to:

- Understand and explain the concept of Purpose Economy from a personal, social & societal perspective;
- Review and identify multiple modes of employing the Purpose Economy concept in a business setting;
- Identify and compare how to shape and build markets from a Purpose Economy perspective;
- Understand the concept of sustainable development and be aware of the impact of sustainable development on the global (business) community at large;
- Be aware of, understand, and critically reflect on corporate sustainability drivers, related strategies, and business performance;
- Understand and identify how to relate sustainable development to a business setting and to sustainability-related issues

Competencies from the IB Programme Learning Outcomes (at level 3): WT 1; WT 3; LW 9; LW 10

Block2

EUC

Upon completion of this course, students should be able to:

Describe and explain the EU treaties, institutions and policies;

- Analyse the implications of EU directives on the business community and their impact on business life;
- Relate changes in the European Business Environment to European and non-European corporations;
- Understand and know how to apply intercultural adaptability concepts;
- Be aware of and examine competences for intercultural adaptability;
- Reflect on and share (intercultural) experiences abroad;
- Express reflections on personal development aimed at personal growth.

Competencies from the IBMS Professional Profile: P2.2 Programme Learning Outcomes from the IBMS Framework:

LW8-3, LW11-3, LW12-3, LW13-3, LW14-3, LW8-3, P1.2, P3.2, G2.2, G4.2 and G5.2

EPP2

Upon completion of this course, students should be able to:

- Understand the key principles, components and interactions of strategic business planning
- Identify and assess major business model shifts that will create more added value and relevance to customers
- Understand and apply multidisciplinary components & tools and how these impact on and interact with an integrated Business Plan.
- Develop an integrated European Business Plan related to the circular economy and with a product or service stream between two European countries.
- Build content, present and critically reflect on final output through installing an innovation mindset, active group collaboration and teamwork.

Competencies from the IB Programme Learning Outcomes (level 3):

WT 1, WT 2, WT 3, WW 7, LW 10, LW 14, TWM 24

IEC

Upon completion of this course, students should be able to:

- Use creative thinking to transform an idea into a scalable business model;
- Show willingness to apply the method of design sprint (derived from design thinking) to a real problem;
- Use specified research methods to develop a validated business model;
- Show their own design process based on the stages of Design Sprint and provide examples of each step;
- Develop a prototype to demonstrate the business model;
- Pitch and present the business idea to an international audience;
- Be aware and understand the impact of innovations and innovative entrepreneurship of the (European business) community at large

Competencies from the IB Programme Learning Outcomes (at level 3): WT 1; WT 2; WT 3; WW 4; WW 6; TWM 24

Programme

Minor European Business

credits

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|---|----|
| Compulsary courses for all students | 30 |
| ▫ LBVB21PES1 - Purpose Economy & Sustainability | 5 |
| ▫ LBVB21EUC1 - European Business Environment and Cultures | 5 |
| ▫ LBVB21IEC1 - International Innovation Experience and Communications | 5 |
| ▫ LBVB21ARR1 - Applied Research and ReportingApplied Research and Reporting | 5 |
| ▫ LBVB21EPP1 - European Business Plan Project 1 | 5 |
| ▫ LBVB21EPP2 - European Business Plan Project 2 | 5 |

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