

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

Institute of Engineering

Locations

Groningen

Minor International Industrial Entrepreneurship

Profile of the programme

This minor is offered in semester 2, starting February

This minor combines international entrepreneurship with innovative technology. It includes fields as energy, sustainability, financial feasibility, marketing, international organizations, corporate social responsibility (CSR), politics, cultural differences and English business. The case that students will be working with is based on an existing company in the field of energy

The first part of the minor deals with preparation for international expansion. In a practical project aspects from the above fields are applied to determine the best possible strategy for a technology based company that wishes to expand.

In the second part the emphasis is on marketing, human resource management, organizational structures, cultural differences and finance. In a project a strategic paper is drafted about setting up a business abroad successfully. The ultimate question that needs to be answered is how the international expansion will be successful.

Learning outcomes

- The student can apply a SWOT model for the formulation of a strategy for international expansion
- The student can conduct a feasibility study as to the expected result of expansion abroad and can write a business plan to support this
- The student has knowledge of energy, scenario models, sustainability, corporate social responsibility, financial feasibility, marketing, international organizations, human resource management, cultural differences and English business terminology

Programme

Minor International Industrial Entrepreneurship

credits

International Industrial Entrepreneurship I	15
▫ TBVH2PISD - Project International Strategy Development	4
▫ TBVH2EDLC - Entrepreneurship/Dutch Language & Culture	2
▫ TBVH2PRS7 - Professional Skills 7	1
▫ TBVH2INS - International Strategy	2
▫ TBVH2IEC - International Economics	2
▫ TBVH2ENT - Energy Technology	3
▫ TBVH4ENS - Energy & Society	1
International Industrial Entrepreneurship II	15
▫ TBVH2POD - Project Organisational Design	3
▫ TBVH2PRS8 - Professional Skills 8	3
▫ TBVH2HOS - HRM & Organisational Structures	3
▫ TBVH4FIF - Financial Feasibility	2
▫ TBVH4IME - Import & Export	1
▫ TBVH2CDC - Cultural Differences & CSR	2
▫ TBVH2INL - International Law	1

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