

## Programme

### Qualification awarded

Bachelor of Business Administration

### Length of the programme

36 months

### ECTS credits

180

### Level of qualification

Bachelor

### Mode

Full-time

### Language

English

### School

International Business School

### Locations

Groningen

## International Business 3 Year

### Profile of the programme

The object of study in the Bachelor programme in International Business is the dynamics of the international economy within which companies operate and the application of appropriate management activities in this context. The primary focus is on the international and intercultural dimension of conducting business. The programme aims at training students, on the basis of a broad and primarily professional way.

### Learning outcomes

Domain	Themes	PLO No.	Programme Learning Outcome
Ways of reasonable Thinking	Critical Thinking	WT 1	Use the process of thoughtful evaluation to formulate a conclusion deliberately.
	Innovation & Creativity	WT 2	Create innovative ideas in a changing business environment systematically.
policies	International Business	WT 3	Analyse patterns in global macro-economic factors and that drive international trade and business development.
	Awareness		
Ways of persuasively Working	International Business	WW 4	Communicate (business) messages effectively using advanced English to an (un)informed audience.
	Communication	WW 5	Optional: Use one or two additional languages in social settings to facilitate international business contacts.
stakeholders, in landscapes to	Collaboration	WW 6	Collaborate effectively with different kinds of different cultural, organizational and political contribute to achieving.
	Management of information as digital citizen	WW 7	Produce management information from various data in an international business environment.
Living in the aim the world	Personal &	LW 8	Express reflections on his personal development with of personal growth.
	Professional Development	LW 9	Respond appropriately to an unfamiliar, or unexpectedly changing, business environment.
and	Ethical & Social Responsibility	LW 10	Formulate own position concerning ethical and social responsibility in a professional environment.
	Intercultural Proficiency	LW 11	Mitigate the pitfalls of cultural differences in business social contexts
		LW 12	Display willingness to work with people from other cultures and to work in countries with different cultural backgrounds
		LW 13	Use appropriate verbal and non-verbal communication in an intercultural setting.
		LW 14	Assess the effect of cultural differences upon organizational behaviour and strategic choices.

Tools for Working in Management	Marketing & Sales	TWM 15	Develop a well-founded marketing plan to support the creation of value for international customers.
		TWM 16	Use appropriate sales techniques in support of durable customer relationships.
	Finance & Accounting	TWM 17	Incorporate developments of the digital landscape in a marketing strategy.
		TWM 18	Evaluate financial performance of the organisation from different stakeholders' perspectives.
		TWM 19	Recommend financing possibilities in a dynamic international environment.
	Operations & Supply Chain management	TWM 20	Evaluate the operations processes within and between organisations.
		TWM 21	Manage the operations processes within and between organisations.
	Organisation & People	TWM 22	Draft the strategic cycle of part(s) of the organisation (process and content).
		TWM 23	Assess the impact of change on the organisation.
design,	Business Research	TWM 24	Analyse a complex business problem in an international business setting with use of an adequate research design, resulting in an evidence based feasible solution.

## Programme

International Business 3 Year	credits
Year 1: Propedeuse	60
☐ Semester 1	30
▫ LBVP23TAP1C - Theory Application in Practice 1	5
▫ LBVP23FAB1A - Fundamental Areas of International Business 1	5
▫ LBVP24FSK1C - Fundamental Skills in International Business	5
▫ LBVP23TAP2C - Theory Application in Practice 2	5
▫ LBVP23FAB2A - Fundamental Areas of International Business 2	5
▫ LBVP23TMC1C - International Talent Management Cycle	5
☐ Semester 2	30
▫ LBVP23TAP3C - Theory Application in Practice 3	5
▫ LBVP23FAB3A - Fundamental Areas of International Business 3	5
▫ LBVP23TAP4C - Theory Application in Practice 4	5
▫ LBVP23FAB4A - Fundamental Areas of International Business 4	5
▫ LBVP24ASK1C - Advanced Skills in International Business	5
▫ LBVP24ASK2C - Advanced Skills in International Business 2	5
Year Abroad	60
☐ Study Abroad	30
▫ LBVB23SAB1C - Study Abroad	30
☐ Work Placement	30
▫ LBVB23PLM1C - Work Placement	30
Graduation Year	60
☐ Graduation Semester	20
▫ LBVB24GBB1C - Global Business Behaviours	5
▫ LBVB24ABC1C - Advanced Business Consulting	10
▫ LBVB24MBS1C - Multidisciplinary Business Simulation	5
☐ Graduation Year Electives	10
☐ Elective 1 P1 or P3	5
<i>selection of following courses</i>	
▫ LBVB24IFI1C - International Finance and Investments	5
▫ LBVB24DMK1C - Digital Marketing	5
▫ LBVB24EOM1C - Enhanced Operations Management	5
▫ LBVB24SHR1C - Strategic Human Resource Management	5

□ Elective 2 P2 or P4	5
<i>selection of following courses</i>	
▫ LBVB24IAC1C - International Accounting	5
▫ LBVB24PBM1C - Product and Brand Management	5
▫ LBVB24APM1C - Advanced Procurement Management	5
▫ LBVB24FLO1C - Fundamentals of Leadership in Organisations	5
□ Graduation Project Semester	30
▫ LBVB19GPJ2C - Graduation Project	30

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