Hanze

Programme

Qualification awarded
Bachelor of Business Administration

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
English

School
International Business School

Locations
Groningen

International Business 4 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.
	International Business Awareness	WT 3	Analyse patterns in global macro-economic factors and policies that drive international trade and business development.
Ways of persuasively Working	International Business Communcation	WW 4	Communicate (business) messages effectively using advanced English to an (un)informed audience.
		WW 5	Optional: Use one or two additional languages in social settings to facilitate international business contacts.
	Collaboration	WW 6	Collaborate effectively with different kinds of stakeholders, in different cultural, organizational and political landscapes to contribute to achieving.
	Management of information as digital citizen	WW 7	Produce management information from various data sources in an international business environment.
Living in the aim the world	Personal & Professional Development	LW 8	Express reflections on his personal development with of personal growth.
		LW 9	Respond appropriately to an unfamiliar, or unexpectedly changing, business environment.
	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 and 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.
	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 4 Year	**credits**
Year 1	60
Semester 1	*25*
Semester 1	*20*
LBVP22CAB1A - Core Areas of International Business 1	*5*
LBVP22BSI1C - Business Simulation	*5*
LBVP22CAB2A - Core Areas of International Business 2	*5*
LBVP22BCP1C - Business Consulting Project	*5*
Language Elective semester 1	*5*
selection of following courses	
LBVP22CHN1C - Chinese 1	*5*
LBVP22DUT1C - Dutch 1	*5*
LBVP22FRE1C - French 1	*5*
LBVP22GER1C - German 1	*5*
LBVP22SPA1C - Spanish 1	*5*
Semester 2	*35*
Semester 2	*30*
LBVP22CAB3A - Core Areas of International Business 3	*5*
LBVP22CAB4A - Core Areas of International Business 4	*5*
LBVP22IBP1C - International Business Plan	*10*
LBVP22BUC1C - International Business Communication 101	*5*
LBVP22IPS1C - Intercultural and Professional Skills in International Business 1	*5*
Language Elective semester 2	*5*
selection of following courses	
LBVP22CHN2C - Chinese 2	*5*
LBVP22DUT2C - Dutch 2	*5*
LBVP22FRE2C - French 2	*5*
LBVP22GER2C - German 2	*5*
LBVP22SPA2C - Spanish 2	*5*
Year 2	60
Semester 3	*30*
Semester 3	*25*
LBVB22FSA1C - Financial Statement Analysis of a Multinational Enterprise	*5*
LBVB22CAB5A - Core Areas of International Business 5	*5*

- LBVB19SIM1C - Business Simulation Supply Chain *5*
- LBVB22CAB6A - Core Areas of International Business 6 *5*
- LBVB23FRP1C - Flexible Research Project *5*

Language Elective semester 3 *5*

selection of following courses

- LBVB23CHN3C - Chinese 3 *5*
- LBVB23DUT3C - Dutch 3 *5*
- LBVB23FRE3C - French 3 *5*
- LBVB23GER3C - German 3 *5*
- LBVB23SPA3C - Spanish 3 *5*

Semester 4 *30*

- LBVB19PTM1C - Project Talent Management *5*
- LBVB22CAB7A - Core Areas of International Business 7 *5*
- LBVB19MES1C - Market Entry Strategy *5*
- LBVB22CAB8A - Core Areas of International Business 8 *5*
- LBVB23CDC1C - Career Development and Professional Communication *5*
- LBVB23IPS2C - Intercultural and Professional Skills in 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*

selection of following courses

- 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*

selection of following courses

- 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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