Hanze

Exchange-programme

Qualification awarded
-

Length of the programme
-

ECTS credits
-

Level of qualification
Contract

Mode
Full-time

Language
English

School
Business & Law

IBS Exchange programme International Business - Fundamentals

Profile of the programme

In the International Business – Fundamentals programme you will learn about core areas of business, but you will also develop your professional skills, including intercultural sensitivity, information management and communication. You can participate in one or two semesters and each semester is divided into two blocks. Each of the blocks is centred around a business project in which you will receive skills training and apply theoretical knowledge in practice right away.

Semester 1 (September)

The first semester of this programme focuses on finance, logistics and supply chain management. You will participate in a simulation game in which you compete within several domestic and international markets. The simulation requires you to make internationally focused decisions in the areas of Supply Chain Management, Human Resource Management, Finance and Marketing. Moreover, throughout the semester you will partake in a research project centred around a real-life business case. You will analyse current business issues in regard to law, economics, ethical and social responsibility, sustainability and innovation.

Semester 2 (February)

In the second semester of this programme, you will dive deeper into Human Resource Management, Intercultural Competence, and Marketing. You will participate in two projects: Talent Management in the context of cross-border expansion and Market Entry. In the Market Entry Project, you will take on the role of student consultant and collaborate with real company stakeholders to create a market entry strategy. Besides focusing on key business areas, you will also work on your career development and professional communication. Promoting effective and appropriate behavior and communication in intercultural situations is a critical objective in our current world and the modern workplace. Therefore, you will develop a Global Mindset by learning about cross-cultural differences, enhancing intercultural competence and facilitating diversity and inclusion.

At the end of this programme you will better understand the complex interrelationship between the principal areas of business in a dynamic, uncertain and internationally oriented environment. In addition, you will be able to produce actionable business plans, develop creative and innovative business solutions, and understand the effect of cultural differences on organizational behaviour and business results. You will also greatly improve your English and professional communication skills.

Learning outcomes

No content available

Programme

IBS Exchange programme International Business - Fundamentals	**credits**
International Business - Fundamentals	0
one of following courses	
Semester 1	*0*
selection of following courses	
LBVB26FSA1C - Financial Statement Analysis of a Multinational Enterprise	*5*
LBVB26FSM1A - Financial and Supply Chain Management	*5*
LBVB26FSD1A - Financial and Supply Chain Decision Mak	*5*
LBVB26FRP1C - Flexible Research Project	*5*
LBVB26ISC1C - International Supply Chain Management	*5*
Language semester 1	*0*
selection of following courses	
LCK25DUTA1 - Dutch Language and Culture A1	*5*
Semester 2	*0*
selection of following courses	
LBVB26MES1C - Market Entry Strategy	*5*
LBVB26IPM1A - Intercultural People Management	*5*
LBVB26CDC1C - Career Development and Professional Communication	*5*
LBVB26IPS2C - Intercultural and Professional Skills in Business 2	*5*
LBVB26ITM1C - International Talent Management	*5*
LBVB26IMM1A - International Marketing Management	*5*

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