

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

Business & Law

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

IB Professionals are experts in sustainable and responsible business internationalisation. They help businesses and organisations develop and conduct sustainable and responsible international activities, and thus cope with and flourish in a rapidly changing international business environment, with intercultural sensitivity.

In essence IB Professionals are responsible change consultants/managers regarding business internationalisation. They facilitate sustainable international (global) business development by identifying viable opportunities, recommending internationalisation strategies to utilise these opportunities (sustainably and responsibly) to create multi sided value and contribute to the execution of these measures. In doing so, they are acutely aware of their global influence and the impact they can create regarding sustainable and socially responsible business.

Their strength is in fully immersing themselves in different local contexts, cultures and ecosystems, interacting locally, which allows them to add valuable in-depth local insights to the mix for good decision making in an international or other-national context. Their grasp of the impact of the characteristics of the local context on the business —be it strategy, marketing, HRM, finance, operations, supply chain management or ethics— provides decision makers with crucial information to do business in foreign markets in a responsive and responsible manner.

An important part of the IB Professional's job is to forge international partnerships and create bridges between cultures and contexts. They have an uncanny ability to understand and profile businesses (organisations), markets and cultures, approaching every situation from the perspective of the specific context. They can make creative combinations of their vast contextual knowledge —acquired through constant study and analysis of large amounts international data and local contexts— to solve issues or identify opportunities. 'People' and 'planet', regarded from the point of view of the specific context, are top of mind in everything they propose, without losing track of 'prosperity' and 'profit'

Obviously, IB Professionals are travellers; they understand that in order to fully grasp a local context they have to become part of it, not study it from afar. They feel comfortable with an internationally mobile lifestyle, being cross-cultural individuals. IB Professionals have developed an identity that is rooted in people rather than places, which —together with their broad world view, deep cultural, ethical and moral awareness, and adaptive communication skills— allows them to adapt to and comprehend any environment fairly quickly and deal with changing dynamics.

Programme

International Business 3 Year

credits

Year 1: Propedeuse	60
□ Semester 1	30
□ Semester 1	25
▫ LBVP26DID1C - Data-Informed Decisions	5
▫ LBVP26BES1C - Business Essentials	5
▫ LBVP26OCB1A - Organisational and Consumer Behaviour	5
▫ LBVP26GTM1C - Global Talent Management	5
▫ LBVP26MFA1A - Managerial and Financial Accounting	5
□ Language Elective semester 1	5
<i>selection of following courses</i>	
▫ LBVP26MCH1C - Mandarin Chinese Language and Culture A1	5
▫ LBVP26DUT1C - Dutch Language and Culture A1	5
▫ LBVP26FRE1C - French Language and Culture A1	5
▫ LBVP26GER1C - German Language and Culture A1	5

▫ LBVP26SPA1C - Spanish Language and Culture A1	5
▫ Semester 2	30
▫ LBVP26CPP1C - Consultancy Plan Project	5
▫ LBVP26FAE1A - Finance and Economics	5
▫ LBVP26GSC1C - Global Supply Chain Management	5
▫ LBVP26IMS1C - International Marketing Strategy	5
▫ LBVP26IML1A - International Marketing and Law	5
▫ LBVP26GPD1C - Global Professional Development	5
Year Abroad	60
▫ Study Abroad	30
▫ LBVB26SAB1C - Study Abroad	30
▫ Work Placement	30
▫ LBVB26PLM1C - Work Placement	30
Graduation semester	30
▫ Compulsary courses	20
▫ LBVB26ABC1C - Advanced Business Consulting	10
▫ LBVB26GBB1C - Global Business Behaviours	5
▫ LBVB26MBS1C - Multidisciplinary Business Simulation	5
▫ Fundamental Areas of International Business 1	5
<i>selection of following courses</i>	
▫ LBVB26DMK1C - Digital Marketing	5
▫ LBVB26EOM1C - Enhanced Operations Management	5
▫ LBVB26IFI1C - International Finance and Investments	5
▫ LBVB26SHR1C - Strategic Human Resource Management	5
▫ Fundamental Areas of International Business 2	5
<i>selection of following courses</i>	
▫ LBVB26IAC1C - International Accounting	5
▫ LBVB26PBM1C - Product and Brand Management	5
▫ LBVB26APM1C - Advanced Procurement Management	5
▫ LBVB26FLO1C - Fundamentals of Leadership in Organisations	5
Graduation Project	30
▫ LBVB26GPJ1C - Graduation Project	30

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