Vak: International Business Plan — credits: 10

Vakcode	LBVP22IBP1C
Naam	International Business Plan
Studiejaar	2025-2026
ECTS credits	10
Taal	Engels
Coördinator	F.J. Wijma

Werkvormen	Onderwijs
Toetsen	assignment - Opdracht

Leeruitkomsten

- Through the international business plan module, students will be able to turn an innovative and international business idea into a viable business plan, based on sound primary and secondary research and analysis.
- At the end of this semester students are able to discover and evaluate international business opportunities from an entrepreneurial perspective.
- Students show understanding of major business areas (Marketing, Accounting, and Law) and they are aware of the impact of sustainable entrepreneurship on society and business.
- Students are able to incorporate financial implications into decision making when starting a new business.
- Students are able to critically evaluate an idea from several business perspectives, with an entrepreneurial mindset focusing on solutions rather than obstacles.

PLOs

- WT2.1
- WT3.1
- WW6.1
- LW10.1
- TWM15.1
- TWM16.1
- TWM17.1
- TWM18.1
- TWM24.1

Inhoud

Through the international business plan module, students have the opportunity to turn an innovative and international business idea into a viable business plan, based on sound primary and secondary research and analysis. The cornerstone of such a viable business plan is rooted in sustainability and international orientation. Students will be guided by coaches and experts, and after the defence assessment, best groups will present their projects to company representatives in a form of a dragon's den to simulate business conditions more realistically.

This is a course related to entrepreneurship and a preparation for the IWP setup in year 2 of the IB program. Linking to Intrapreneurship.

Opgenomen in opleiding(en)

International Business 4 Year

School(s)

International Business School

share your talent. move the world.

De ECTS onderwijscatalogus van de Hanzehogeschool Groningen wordt met de grootst mogelijke zorg samengesteld. Het is echter mogelijk dat de inhoud van de catalogus -en de daarin vervatte informatie- verouderd, incompleet of onjuist is. Aan de inhoud van de catalogus kunnen dan ook geen rechten worden ontleend.