Vak: Theory Application in Practice 3 — credits: 5

Vakcode	LBVP23TAP3C
Naam	Theory Application in Practice 3
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	D.A. Naydenova
Werkvormen	Onderwijs
Toetsen	assignment - Opdracht

Leeruitkomsten

Students are able to:

Marketing:
- Show entrepreneurial thinking, strategic vision and integrated understanding of a business in an international context;
- Analyse the fit between the organization, its product(s) and services and the environment in order to make decisions regarding the most suitable: market entry mode, positioning, segmentation and targeting and the need for adaptation or standardization of the marketing mix for new markets;
- Develop a professional market entry plan based on primary and secondary data analysis and justify the research methods used;
- Identify ethical and corporate social responsibility related challenges when expanding into a new market;

Finance:
- Analyze funding requirements and sources of funding;
- Apply working capital management skills;
- Prepare budgeted income statements and cash budgets;
- Comment on the feasibility of the expansion project;

Research:
- Design interview questions to gain insights into business operation;
- Conduct semi-structured interviews;
- Analyze interview and questionnaire data and report the findings;

Law:
- Analyse patterns in global legal factors and policies that drive international trade and business development;

PLOs

TWM15.2, TWM16.2, TWM17.2, TWM18.2, TWM19.2, WT3.2, TWM24.2

Inhoud

The preparation for the market entry plan starts with TAP2, where students in international project groups develop marketing questionnaires to collect primary data about the target market. They stay in the same project group and continue their research with semi-structured interviews with purposively selected stakeholders. Students need to analyze interview and survey data and make use of the findings to come up with integrated and creative solutions to practical issues when expanding business to a foreign market. The students will create a market entry plan consisting of marketing, finance and law parts, which they will defend in front of a jury of IBS lecturers. Cooperation, creativity, professionalism and entrepreneurial attitude is key to the success of this project

Opgenomen in opleiding(en)

International Business 3 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.