

**Vak: Fundamental Skills in International Business**

credits: 5

<b>Vakcode</b>	LBVP24FSK1C	<b>Werkvormen</b>	Opdracht
<b>Naam</b>	Fundamental Skills in International Business	<b>Toetsen</b>	assignment - Opdracht
<b>Studiejaar</b>	2025-2026		
<b>ECTS credits</b>	5		
<b>Taal</b>	Engels		
<b>Coördinator</b>	H.B.J.J. Holswilder		

**Leeruitkomsten**

In this module the economic context of the student will be used to introduce research and report writing. After completing the course, the students:

- Set up relevant research question(s) for desk research
- Describe the methodology in a systematic way
- Collect relevant descriptive information and secondary data on economic variables
- Analyse the secondary data and use EXCEL/Power BI to work with the relevant quantitative data
- Business Communication - Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.
- Define and describe relevant economic terminology and distinguish between economic terms.
- Distinguish between different markets and how economics operate there.
- Collect, analyse and present relevant economic data
- Perform relevant calculations.
- Predict the effects of a single event on a relevant market and discuss implications therefore for relevant stakeholders.

Competencies from the IBMS Professional Profile:  
WT3-1, WW4-1, TWM24-1

**Inhoud**

This module is an introduction to international business awareness, communication and research. The aim in period 1 is for the student to recognize and understand the (economic) background of his/her own country.

**Opgenomen in opleiding(en)**

International Business 3 Year

**School(s)**

International Business School