Vak: Business Economics and Analytics — credits: 5

Vakcode	LBVP26BEA1A
Naam	Business Economics and Analytics
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	F. ten Kate
Werkvormen	Onderwijs
Toetsen	Written exam - Computer, organisatie ToetsCentrum

Leeruitkomsten

PLO1: International Business Opportunities
In this course, the student develops a basic understanding of economics and research methods to explore how markets function and how external factors influence international business.
Learning line 1: Economics, Finance & Accounting
• CLO1: The student can explain fundamental economic concepts, describe how markets operate, and analyse the effects of economic events on organisations and stakeholders.
Learning line 2: Research & Data Analytics
• CLO2: The student can apply basic statistical and digital tools to collect, organise, and interpret business and economic data to support conclusions about business and market developments.

PLO2: Business Transformation
In this course, the student learns to apply basic economic and research insights to inform responsible and data-based business decision-making.
Learning line 1: Economics, Finance & Accounting
• CLO1: The student can interpret economic trends and evaluate their implications for business operations and future opportunities.

Inhoud

This course introduces students to basic economics and research methods to understand how markets function and how economic factors influence international business. Students learn fundamental economic concepts, global macro-economic drivers, and the operation of key markets, alongside basic statistical techniques to analyse economic data and trends. The international focus supports the development of a global mindset by strengthening understanding of cross-border economic dynamics. The course connects to sustainability through its emphasis on economic development and responsible, data-informed decision-making, aligning most strongly with SDG 8 (Decent Work and Economic Growth).

Opgenomen in opleiding(en)

International Business 4 Year

School(s)

Business & Recht

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