# Vak: Essentials of Business — credits: 5

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| **Vakcode** | LBVP26ESB1C |
| **Naam** | Essentials of Business |
| **Studiejaar** | 2026-2027 |
| **ECTS credits** | 5 |
| **Taal** | Engels |
| **Coördinator** | T.J. Bonsing |
| **Werkvormen** | Simulatie |
| **Toetsen** | Other assessment - Overige toetsing |

**Leeruitkomsten**

**PLO1: International Business Opportunities**
Students develop foundational knowledge of how organizations operate in competitive international markets by interpreting market signals and evaluating strategic options.
**Learning Line: Management**
CLO1: The student can analyse market and competitor data to compare business objectives and recommend basic strategic and tactical actions.

**PLO2: Business Transformation**
Students examine how managerial decisions influence business performance and exPLOre opportunities for operational improvement.
**Learning Line: Management**
CLO1: The student can apply basic financial, process, and performance data to make operational decisions and propose improvements to simulated company performance.

**PLO3: Relationship Management**
Students develop collaborative skills required for effective teamwork and shared responsibility in a business context.
**Learning Line: Global Mindset and Professional Development**
CLO1: The student can collaborate in a simulated management team, assume a defined role, and contribute to joint decision-making under time constraints.

CLO2: The student can communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.

**PLO4: Self-Management**
Students strengthen professional effectiveness by managing responsibilities, reflecting upon performance, and identifying areas for ongoing development.
**Learning Line: Global Mindset and Professional Development**
CLO1: The student can manage responsibilities and deadlines in a simulated business context and reflect on personal contributions to identify professional development needs.

**Inhoud**

Students manage a virtual company in a competitive simulation. Acting as a board of directors, they make decisions across core business functions, develop and practice entrepreneurial thinking. The simulation highlights how business strategies impact performance, people, and processes. Students reflect on cause-effect relationships, team dynamics, and sustainable value creation. The course promotes responsible decision-making and cross-functional collaboration, contributing to SDG 8: *Decent Work and Economic Growth* through experiential learning in sustainable business practices.

**Opgenomen in opleiding(en)**

International Business 4 Year

**School(s)**

Business & Recht

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