Vak: International Business Communication — credits: 5

Vakcode	LBVP26IBC1C
Naam	International Business Communication
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	M. Abdul Rahim
Werkvormen	Werkcollege
Toetsen	Other assessment - Computer, organisatie ToetsCentrum

Leeruitkomsten

PLO1: International Business Opportunities
In this course, students develop professional communication skills by creating and sharing business-related outputs within international business contexts.
Learning Line: Global mindset and professional development
CLO1: Students can communicate in a clear, well-structured, and professional manner to identify international business opportunities and propose strategies that create sustainable, multi-sided value for stakeholders.

PLO2: Business Transformation
In this course, students engage in planning, reflection, and peer-feedback activities related to professional communication in a business context.
Learning Line: Global mindset and professional development
CLO1: Students can plan, communicate, and reflect on professional business contributions that support sustainable international business practices and organisational transformation.

PLO3: Relationship Management
In this course, students practise structured and appropriate use of English for professional communication in an international business context.
Learning Line: Global mindset and professional development
CLO1: Students can apply structured and formal business English to communicate responsibly and effectively with diverse stakeholders, using clear organisation, accurate language, an appropriate professional tone, and cultural sensitivity.

Inhoud

Business Report writing:
Students will know how to organise sources, using APA, and how to integrate these in business reports. In addition, students will learn how business reports are built up and structured and written, using formal business English. Report writing can contribute to strategic themes of sustainability, global mindset, and entrepreneurship. Integrating with the business consulting project, students research and describe innovative solutions to sustainability challenges (SDG7). Overall, this can promote critical thinking, effective communication, collaboration, and creativity, and allow students to apply these skills to real-world challenges.
Presenting:
Students present, as an independent entrepreneur, (a niche) product and its expected sales projection and can present this professionally to potential investors. Students use professional business English and apply the presentation style and structure addressed, while using appropriate (audio) visual material. Students who learn to present their ideas in a clear and concise manner can effectively communicate with diverse audiences and work collaboratively with people from different backgrounds and cultures. This can enhance their global mindset and facilitate their ability to work in international contexts.

Opgenomen in opleiding(en)

International Business 4 Year

School(s)

Business & Recht

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