

International Business curriculum 2020-2021

Year 1

Block	Subject	ECTS
1.1	Experience International Business 1.1 Personal Professional Development 1.1 (50%) Business Challenge 1.1 (50%)	5
	Knowledge and Skills 1.1 Theory 1.1 (80%) Business English 1.1 (20%)	5
	Intercultural Business French/ Spanish/Dutch in the EU-region/ German (3 year prior knowledge)/ Doing Business in Asia Intercultural business (50%) Communication (50%)	5
1.2	Expand International Business 1.2 Personal Professional Development 1.2 (50%) Business Challenge 1.2 (50%)	5
	Knowledge and Skills 1.2 Theory 1.2 (80%) Business English 1.2 (20%)	5
	Intercultural Business French/ Spanish/Dutch in the EU-region/ German (3 year prior knowledge)/ Doing Business in Asia Intercultural business (50%) Communication (50%)	5
1.3	Organize the International Business chain 1.3 Personal Professional Development 1.3 (50%) Business Challenge 1.3 (50%)	5
	Knowledge and Skills 1.3 Theory 1.3 (80%) Business English 1.3 (20%)	5
	Intercultural Business French (½ year prior knowledge)/ German (3,5 year prior knowledge)/Spanish (½ year prior knowledge)/Dutch in the EU-region (½ year prior knowledge)/Doing Business in Asia Intercultural business (50%) Communication (50%)	5
1.4	Create International Business 1.4 Personal Professional Development 1.4 (50%) Business Challenge 1.4 (50%)	5
	Knowledge and Skills 1.4 Theory 1.4 (80%) Business English 1.4 (20%)	5
	Intercultural Business French/German/Spanish/Dutch in the EU- region/Doing Business in Asia Intercultural business (50%) Communication (50%)	5

Notes corresponding to above table.

- Total number of contact hours in year 1: 506 hours
- Total number of ECs in year 1: 60

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Year 2

Block	Subject	ECTS
2.1	<p>International Business Strategy 2.1 Personal Professional Development 2.1 (20%) Business Expertise 2.1 (50%) Business Challenge group work 2.1 (30%)</p> <p>Intercultural Business French (1 year prior knowledge)/ German (4 year prior knowledge)/Spanish (1 year prior knowledge)/Dutch in the EU-region (1 year prior knowledge)/Doing Business in Asia Intercultural business 2.1 (30%) Communication 2.1 (50%) Business English 2.1 (20%)</p>	10 5
2.2	<p>International Business Sales 2.2 Personal Professional Development 2.2 (20%) Business Expertise 2.2 (50%) Business Challenge group work 2.2 (30%)</p> <p>Intercultural Business French/ German (4 year prior knowledge)/Spanish/Dutch in the EU-region/Doing Business in Asia Intercultural business 2.2 (30%) Communication 2.2 (50%) Business English 2.2 (20%)</p>	10 5
2.3	<p>International Business SCM – process 2.3 Personal Professional Development 2.3 (20%) Business Expertise 2.3 (50%) Business Challenge group work 2.3 (30%)</p> <p>Intercultural Business French (1,5 year prior knowledge)/German (4 year prior knowledge)/Spanish (1,5 year prior knowledge)/Dutch in the EU-region (1,5 year prior knowledge)/Doing Business in Asia Intercultural business 2.3 (30%) Communication 2.3 (50%) Business English 2.3 (20%)</p>	10 5
2.4	<p>International Business Consultancy 2.4 IB Community and PPD 2.4 (20%) Business Expertise 2.4 (50%) Business Challenge group work 2.4 (30%)</p> <p>Intercultural Business French/German/Spanish/Dutch in the EU-region/Doing Business in Asia 2.4 Intercultural business 2.4 (30%) Communication 2.4 (50%) Business English 2.4 (20%)</p>	10 5

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Year 4 semester 1: Specialization programmes (student chooses one specialization)

Theme 4.1 + 4.2: International Finance

Theme	Courses	ECTS
4.1 + 4.2	Business case – International Finance	9
4.2	Business strategy & innovation	3
4.1	Financial Management I	3
4.1	Financial markets and institutions I	3
4.1	Management Control I	3
4.2	Financial Management II	3
4.2	Financial markets and institutions II	3
4.2	Management Control II	3

Theme 4.1 + 4.2: Supply Chain Management

Theme	Courses	ECTS
4.1 + 4.2	Business case - Supply Chain Management	9
4.2	Business strategy & innovation	3
4.1	Treasury & finance	3
4.1	Supply Chain Design	3
4.1	Sourcing	3
4.2	Operations Management	3
4.2	Fulfillment	3
4.2	Business game	3

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Theme 4.1 + 4.2: Strategic Management

Theme	Courses	ECTS
4.1 + 4.2	Business case Strategic Management	9
4.2	Business strategy & innovation	3
4.1	Treasury & finance	3
4.1	Strategic marketing & management	3
4.1	International business environment Europe Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%) International business environment Latin America Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%) International business environment East Asia Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%)	3
4.2	Change management & organizational behavior	3
4.2	Innovation, entrepreneurship & CSR	3
4.1 + 4.2	Second foreign language (one of the options below or strategy to tactics: online marketing) Dutch Dutch 4.1 (50%) Dutch 4.2 (50%) Spanish Examen escrito 4.1 (25%) Pruebas 1 4.1 (25%) Examen oral 4.2 (25%) Pruebas 2 4.2 (25%) German German 4.1 (50%) German 4.2 (50%) French French writing 4.2 (34%) French oral 4.2 (33%) French participation 4.1 and 4.2 (33%)	3

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Theme 4.1 + 4.2: Strategic Marketing

Theme	Courses	ECTS
4.1 + 4.2	Business case Strategic Marketing	9
4.2	Business strategy & innovation	3
4.1	Treasury & finance	3
4.1	Strategic marketing & management	3
4.1	International business environment Europe Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%) International business environment Latin America Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%) International business environment East Asia Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%)	3
4.2	Strategy to tactics: online marketing	3
4.2	Marketing performance measurement	3
4.1 + 4.2	Second foreign language (one of the options below or Innovation, CSR and Entrepreneurship) Dutch Dutch 4.1 (50%) Dutch 4.2 (50%) Spanish Examen escrito 4.1 (25%) Pruebas 1 4.1 (25%) Examen oral 4.2 (25%) Pruebas 2 4.2 (25%) German German 4.1 (50%) German 4.2 (50%) French French writing 4.2 (34%) French oral 4.2 (33%) French participation 4.1 and 4.2 (33%)	3