

Exchange programme International Business School (late January 2024 - till early July 2024 - spring semester)

Please pay attention!

- = Free selection of subjects (available on both campuses)
- = Free selection of subjects (only available on **Enschede** campus)
- = Fixed block - Minor Conscious Business (30 EC - only available on **Enschede** campus and limited number places available)



LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.24083	T.50172	Business Case 2	The student: 1. Mentions the 10 steps of the research process 2. Mentions the building blocks of research and applies these building blocks 3. Understand what a problem definition is and formulates a problem definition 3. Understands what a research question is and formulates research question(s) 4. Performs a univariate analysis 5. Performs a systematical analysis	The starting IB professional can (based on a problem analysis that is derived from an international business context) independently design, set up and systematically execute research, and can communicate the conclusions and recommendation of that research to different target groups in an appropriate way	Marketing and sales: Description and explanation of; marketing- and sales concepts, difference between marketing and sales, difference between B2C and B2B, external analysis, marketing strategies (incl. mix), marketing planning, trends and developments. Finding and applying marketing models, analysis of the impact on the environment on marketing and sales Supply chain and operations: General process description of the supply chain, creation of a process scheme, mentioning of striking items of the supply chain. Analysis of the supply chain using relevant theories in the field of inventory, location planning, vendor, selection and production Organisation and people: Description of: tasks, jobs and roles of management, different organizational structures and cultures, business strategies, and leadership styles Finance and Accounting: Preparation of cost budgets, description of the financial situation of the company based on financial statements. Ratio analysis, preparation of profit-forecast, incl. break-even point	1 + 2	3	84	5	5	Assessment
L.27103	T.52582	Marketing 2	The student: 1. finds and applies appropriate (online) marketing models/tools (via Business Case) 2. identifies and analyses the impact of marketing and sales decisions (via Business Case) 3. applies sales and marketing strategies	As a conscious business professional, the IB graduate is able to advise a company concerning future marketing and sales strategies, considering the ever changing global business environment. The student builds meaningful relationships, bearing in mind both the interests of the company, the customer and the environment.	Designing a customer value driven strategy Designing a customer value driven mix Deciding on product, price, place and promotion	1	3	84	3		Digital test
L.24085	T.50174	Financial and Management Accounting 2	For companies with an increasing degree of complexity and in an international context the student is able to 1. draw up and/or analysing financial statements for the benefit of various stakeholders. 2. draw up budgets 3. carry out financial analyses 4. provide advice on the basis of financial analyses, taking into account the various stakeholders	The starting IB professional can independently analyse and evaluate the (predicted) financial performance of an organisation from different perspectives, based on an issue distilled from the international business context, and makes recommendations regarding financial possibilities within the international business context.	Cost-volume-profit analysis Investment analysis, NPV and Payback period Budgets Variance analysis	1	3	84	2		Written test
L.24089	T.50178	Cultural Management	The student: 1. Shows awareness of his or her own culture in relation to other cultures. 2. Evaluates his or her own position on sustainability. 3. Properly applies cultural frameworks (such as Hofstede, Hall, etc.). 4. Works effectively in a multicultural group of students.	The starting IB professional can analyse the cultural, sustainable and ethical implications of the international context in which he or she moves, react to these appropriately, and effectively bridge cultural differences on an operational and strategic level. He/She displays a high level of awareness of his or her own role in this process, knowledge of intercultural and ethical issues, intercultural and ethical sensitivity and the appropriate verbal and non-verbal skills.	What is culture Cultural dimensions Theory of Trompenaars Theory of Hofstede	1	3	84	3		Written test
L.24086	T.52710	Supply Chain Processes 2	The student: 1. works in a structured way 2. sets up of an implementation plan including a control mechanism (plan, do, check, act). 3. explains different SCM strategies (eg. Lean, Jit,) 4. identifies the different SCM aspects and roles (purchasing, warehousing, operation, risks etc.) 5. names qualifications in SCM (ISO, HACCP)	The IB graduate is able to visualize any business process in a structured way and to recognize problems & improvements as well as formulate steps to overcome the gap between the current and desired situation, as well as implement a control mechanism.	DMAIC VOC, VOS, VOP, Stakeholder analysis Quality, 7 waste, Lean Rootcause analysis, Yamazumi, Spaghetti diagram, Fishbone, 5x Why, Cause & Effect matrix Pareto analysis, ABC analysis Mindmap, brainstorm KPI tree, KPI Dashboard	2	3	84		2	Written test

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L.24087	T.50176	Management and Organisation 2	The student: 1. recognizes and explains different (situational) leadership styles 2. describes different motivational theories 3. explains and applies the planning & control tools explains the relationship between planning & control and rewards 4. explains and applies HR policies 5. recognizes ethical issues in management control	The starting IB professional is able to independently assess an organisation's strategy, structure, processes and culture, based on the problem analysis abstracted from the international business context. He/she is also able to assess the required organisational change for an organisation and give advice about the required approach for this organisational change.	Management roles and activities Different approaches to making decision Managing teams and being an effective leader Managing individual behaviour and motivating employees Behavior of groups and teams International management & International trade	2	3	84		2	Written test
L.24090	T.52709	Business Communication 3	The student : 1. has reached C1.2 level in terms of Business English passive skills, C1.1 for active skills; 2. has developed presentation and interview skills as well as writing? skills in the form of essays and commercial content in a business context. 3. continues to work on their command of English and presenting their progress in their portfolio.	The starting IB professional can work autonomously and confidently as a business partner in an international business context. Apart from the defined language skills at Business English C1 level this requires performative language skills such as giving presentations, holding meetings and conducting interviews, intercultural cooperation, negotiating and writing complex business correspondence and reports.	Essays Critical thinking Interview skills Presentation skills	1 + 2	4				
L.26122	dt.47639	Business Communication 3a			Essays Critical thinking	1	(2)	56	3		Digital test
L.26129	dt.47640	Business Communication 3b			Interview skills Presentation skills	2	(2)	56		3	Assessment
L.24096	T.50183	Dutch 1	The student: 1. has reached basic language skills on level A1 2. has developed basic cultural awareness (different levels of communication in specific contextual situations etc.) 3. has basic knowledge of Dutch speaking countries and (business) culture	The starting IB professional can work with a limited working proficiency as a business partner in an international business context. Apart from the defined language skills at Business Dutch B1 level this requires performative language skills such as giving presentations, intercultural understanding and cooperation and business correspondence.	Basic knowledge of speaking, reading, listening and writing	1 + 2	4				
L.26211	dt.46372	Dutch 1a			Basic knowledge of speaking, reading, listening and writing	1	(1)	56	4		Written test
	dt.46713	Dutch 1a (listening)				1	(1)				Assessment
L.26212	dt.46373	Dutch 1b			Basic knowledge of speaking, reading, listening and writing	2	(1)	56		4	Written test
	dt.46714	Dutch 1b (oral)				2	(1)				Assessment
L.24997	T.51133	Supply Chain Management	The student: 1. works in an independent way 2. finds additional information (literature, models or best practices) to find a solution for a Supply Chain related issue containing an implementation plan with control mechanism.	The IB graduate is able to visualize any business process in a structured way and to recognize problems & improvements as well as formulate steps to overcome the gap between the current and desired situation, as well as implement a control mechanism.	Supply chain strategies Pull vs Push Outsourcing vs Offshoring JIT, LEAN Integration and collaboration Purchasing Operations Warehousing Transportation SCM sustainability TQM SCM risk and vulnerability	1	4	112	4		Portfolio
L.25000	T.51135	Financial and Management Accounting 3	For companies with an increasing degree of complexity and in an international context the student is able to 1. draw up and/or analysing financial statements for the benefit of various stakeholders. 2. draw up budgets 3. carry out financial analyses 4. provide advice on the basis of financial analyses, taking into account the various stakeholders	The starting IB professional can independently analyse and evaluate the (predicted) financial performance of an organisation from different perspectives, based on an issue distilled from the international business context, and makes recommendations regarding financial possibilities within the international business context.	Costs Managing Working Capital Capital Budgeting Cash Flows Short term decision making and relevant costs Conscious business and micro credits International credit management	2	4	112		4	Written test

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	T.52587	Cultural & Environmental Readiness	The student: 1. Displays cultural and ethical readiness. 2. Properly applies and analyses ethical and cultural frameworks to a specific case of one's own interest. 3. Reflects on one's own cultural experiences. 4. Explains and identifies the link between culture and language. 5. Provides an environmental and CSR advice in the form of a sustainable strategy.	The starting IB professional can analyse the cultural, sustainable and ethical implications of the international context in which he or she moves, react to these appropriately, and effectively bridge cultural differences on an operational and strategic level. He/She displays a high level of awareness of his or her own role in this process, knowledge of intercultural and ethical issues, intercultural and ethical sensitivity and the appropriate verbal and non-verbal skills.	Business strategy Legislation International HRM	1 + 2	4				
L.26307	dt.47575	Sustainable Business Strategies			Business strategy: Business Ethics Sustainable strategies Corporate Philanthropy Corporate Social Responsibility Legislation: Introduction to Law & Business Jurisdiction & the Dutch Court System Torts & Claiming Damages Introduction to European Law EU Free Movement of Goods EU Free Movement of People EU Competition Law	1	(2)	28	3		Assessment
L.27104	dt.47576	International Human Resource Management			Introduction to IHRM Recruitment and Selection Training and Development International HRM Performance Management Appraisal interview/feedback Compensation and Benefits/Supporting role of IHRM	2	(2)	56		3	Written test
	T.51896	Business Communication 5	The student: 1. has achieved C1 Business English level in communication and performative skills and is able to show provide evidence of this in presentations, negotiations, debating, and business correspondence and management reports. 2. continues to develop their command of English and present their progress in their portfolio.	The starting IB professional can work autonomously and confidently as a business partner in an international business context. Apart from the defined language skills at Business English C1 level this requires performative language skills such as giving presentations, holding meetings and conducting interviews, intercultural cooperation, negotiating and writing complex business correspondence and reports.	White papers Briefing notes Frame of reference Outlines	1 + 2	4				
L.26310	dt.47164	Business Communication 5a			White paper Briefing note	1	(2)	56	2		Digital test
L.26311	dt.47165	Business Communication 5b			Frame of reference Outline	2	(2)	56		3	Assessment
L.3324	T.5790	Introduction to the Netherlands (int)	In this module, the student learns to better understand Dutch culture, language and customs.	In this module, the student learns to better understand Dutch culture, language and customs.	Dutch History Dutch language Dutch culture Dutch customs	1	3	84	2		Assignment
Total							45				

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.4503	T.3641	Management skills (int)	For companies with an increasing degree of complexity and in an international context the student is able to 1. draw up and/or analysing financial statements for the benefit of various stakeholders. 2. draw up budgets 3. carry out financial analyses 4. provide advice on the basis of financial analyses, taking into account the various stakeholders	The starting IB professional can independently analyse and evaluate the (predicted) financial performance of an organisation from different perspectives, based on an issue distilled from the international business context, and makes recommendations regarding financial possibilities within the international business context.	The course will focus on general management skills such as: •Communication •Decision making •Conflict Management •Creativity •Supervision, decision making and Leadership •Effective feedback •Time-and stress management	2	4	112		3	Assignment + Presentation
L.6901	T.5780	Services marketing (int)	After completing this course the student will be able to: - identify the characteristics of services - distinguish the consequences of these characteristics for the marketing - identify activities of a service organisation - classify services in different ways - formulate a marketing strategy for a service organisation	This module aims to equip the student with an understanding of concepts and strategic marketing issues unique to the service sector.	the characteristics of services activities of a service organisation services in different ways marketing strategy for a service organisation	2	3	84		2	Written
L.1330	T.5779	Business marketing (int)	To be able to understand and analyse business markets and be able to compose a marketing mix.		Introduction, buying behaviour Market research and segmentation Product and service decisions Price and supply chain management Distribution and Marketing Communication CRM & Key-accountmanagement Sales Promotion Marketing Planning	1	3	84	2		Written
						Total	10				

Fixed blocks - students can only select the whole package. It is not possible to replace modules, with modules from the exchange or regular programme

Fixed block "Minor Conscious Business" (only available on the Enschede campus)											
LU code	EX code	Module	Programme Learning Outcomes	Description		Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
		Minor Conscious Business	<u>Programme learning outcomes:</u> Students that choose this minor will: • learn how to make use of tools and models available to a 'marketer of meaning' in order to gain an in-depth understanding of an organisation's 'raison d'être'; • experience how to use their strong points to create more meaningful organisations; • improve their debating skills; • learn how to translate an identity into a realistic brand promise and plan of action; • learn that true value can only be created inside-out and based on inclusion; • research and learn about ways to 'measure' consciousness; • learn how to apply their knowledge and insights to real companies; • have a lot of freedom to be creative and express their own personal viewpoints and ideas.	<u>Description:</u> Who are you? And what is your Ikigai? How do you get international business to commit to the United Nations Sustainable Development Goals? How does the art of happiness relate to doing business? What determines the 'identity' of an organisation? Can an organisation be both profitable and 'conscious' about people and planet at the same time? If you are intrigued by these questions, please read on since it appears that you have what it takes to fully benefit from our conscious approach to business.		1 + 2	30	840			
L.25861	T.51638	Conscious Business Project				1 + 2	7	196	One full day of classes	One full day of classes	Assignment + presentation
L.25862	T.51642	Personal Brand-ID				1	5	140			Assignment
L.25863	T.51658	Economy of Meaning				1 + 2	5	140			Oral exam
L.25864	T.51662	Communicating with Purpose				2	5	140			Portfolio
L.25865	T.48487	Book of Life (Art of Happiness)				1 + 2	4	112			Assignment
L.25866	T.48487	Life big question (Art of Happiness)				1 + 2	4	112			Assignment
						Total	30				

With regard to the programme contents and the related credits listed on our website, we strive to reflect the reality and the actual study load as accurately as possible. The International Business School strives to keep this website as up to date as possible. If, despite these efforts, the information on or the content of this website is incomplete or incorrect, we cannot accept any liability for this.