

## Exchange programme International Business (early September 2024 - till late January 2025 - autumn 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)
- = Fixed block - Minor Liberal Arts & Sciences (30 EC - only available on Deventer 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.30648	T.56383	Introduction to International Business	The student... 1. describes the characteristics of relevant environmental forces and trends that shape the international business environment 2. describes the basic characteristics of the international finance and law system in the international business environment 3. describes the basic characteristics of international marketing and sales 4. describes the basic characteristics of management and organisation in an international environment. 5. describes the basic characteristics of the international supply chain 6. explains the relevancy, essence and challenges of international business 7. describes the characteristics of internal and external stakeholders that play a role in international businesses. 8. explains the meaning of sustainable multiple value creation for and with	The module Introduction to International Business provides you with a first orientation on the scope and aspects of doing business on an international scale. It equips you with basic knowledge and understanding of fundamental concepts, theories, disciplines and practices in (sustainable) international business. This entails basic knowledge of: -the relevancy, essence and challenges of international business; -relevant macro-level forces and trends impacting international business; -internal and external stakeholders that play a role in international business; -the integral disciplines of international business (marketing and sales, management and organisation, and supply chain) and how they are connected; -financial and legal aspects in international trade; -sustainable multiple value creation and the need for transformations and transitions in international business (models and systems).	- Provides orientation on international business scope and aspects - Equips with basic knowledge of fundamental concepts, theories, disciplines, and practices - Covers relevancy, essence, and challenges of international business - Explores integral disciplines (marketing, sales, management, organization, supply chain) and their connections	1	5	140	5		Digital test
L.30649	T.56384	Intercultural Competences	The student... 1. identifies examples of unconscious bias and can reflect on appropriate (cultural) adaptations of (own) behaviour to be able to build relationships with (future) international stakeholders. 2. identifies intercultural communication differences and applies strategies to overcome them. 3. demonstrates knowledge of their own cultural programming and how this impacts their world view in order to succeed in their (future) international business practices. 4. evaluates different business and student-life-related situations by applying one or more cultural frameworks to be able to act interculturally sensitive.	This course will provide you with the foundational skills and knowledge for building intercultural competence. Through diverse, meaningful activities and examples, you will gain knowledge and build awareness of your own cultural programming and how this impacts your worldview: your thinking, acting, and the way you communicate with others. By critically reflecting on your own experiences and with the help of a variety of examples from the global business environment through the lens of relevant cultural framework models, this course will help you build the necessary skills, knowledge, and attitudes to collaborate successfully and culturally sensitive in the changing international arena.	- Identification of unconscious bias - Intercultural communication differences - Understanding cultural programming - Application of cultural frameworks - Building intercultural competence	1	5	140	5		Assessment
L.30654	T.56388	Financial Management	The student... 1. prepares a balance sheet for a organisation (in an international context) to describe the financial situation 2. prepares an income statement for an organisation (in an international context) to describe the financial situation 3. prepares a cash flow statement for an organisation (in an international context) to describe the financial situation 4. performs a financial analyses of an organisation (in an international context) to evaluate the (non)financial performance 5. performs a cost-volume-profit analysis and basic cost calculations to support the decision making of an organisation (in an international context) 6. performs an investment analysis from a financial and sustainable perspective for an organisation (in an international context) 7. makes operating and financial budgets for an organisation (in an international context) to support decision making	The Financial Management module, an integral component of the International Business program, offers a dynamic exploration of essential financial concepts with a global perspective. Covering key topics such as financial statements, cost-volume-profit analysis, investment decisions, and budgeting, this module equips you to excel in the complex world of international business.  The module begins with an examination of financial statements, unraveling the essentials of balance sheets, income statements, and cash flow statements. You gain a comprehensive understanding of how to interpret and leverage these financial reports to evaluate the health and performance of international businesses.  Cost-Volume-Profit (CVP) analysis, costs calculations, budgeting and investment analysis take center stage, providing you with tools to analyse challenges from a financial perspective. This skill is vital for making informed decisions in a global context where market dynamics vary widely.  To enhance your learning experience, the module incorporates innovative games. In "FinFun," you engage in a gamified exploration of financial statements, fostering a hands-on understanding of financial analysis. This interactive approach ensures a practical grasp of the theoretical concepts, making learning engaging and memorable.  The module further introduces the "Coffee Challenge," a game designed to delve into investment decisions and budgeting. This simulation immerses you in the essentials of making strategic financial choices, mirroring real-world scenarios in the international business landscape.  By the conclusion of the Financial Management module, you not only possess theoretical knowledge but also practical skills and experiences of FinFun and the Coffee Challenge. Armed with a robust understanding of financial statements, cost analysis, investment strategies, and budgeting, you are well-prepared to navigate the financial complexities of global business with confidence and	1. Preparation of balance sheet Ability to create a balance sheet for an organization in an international context to depict its financial situation. 2. Preparation of income statement Proficiency in preparing an income statement for an organization in an international context to describe its financial status. 3. Preparation of cash flow statement Capability to develop a cash flow statement for an organization in an international context to illustrate its financial position. 4. Financial analysis Competence in conducting a financial analysis of an organization in an international context to assess both financial and non-financial performance. 5. Cost-volume-profit analysis and cost calculations Skill in performing cost-volume-profit analysis and basic cost calculations to aid decision-making within an international organizational setting.	2	5	140		5	Written exam

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L.24906	T.51071	Business Case 3	The student: 1. Mentions sampling techniques, data collection techniques and scale techniques and applies these techniques 2. Performs qualitative and quantitative analysis 3. Performs bivariate analysis 4. Applies triangulation 5. Interprets results, concludes and gives recommendations based on research results	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	Sales management Sales skills	1 + 2	5	140	5	5	Assessment
L.24908	T.51084	Marketing & Sales 3 (consisting out of Sales and Online marketing)					4	112			Portfolio
L.26278		Sales	The student: 1. evaluates different strategic marketing and sales options 2. advises a company concerning future (online) marketing and sales 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.	Sales management Sales skills	1		28	3		Portfolio
L.26279		Online marketing	The student: 1. evaluates different strategic marketing and sales options 2. advises a company concerning future (online) marketing and sales 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.	Online marketing			56	2		
L.24956	T.52586	Management & Organisation 3	The student: 1. describes and applies different organisational change theories 2. applies different forms of management controls	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	4	112		4	Assessment
	T.51890	Ethics and Business (consisting out of Ethics and Business 1a and Ethics and Business 1b)				1 + 2	4	112			
L.26281	dt.47138	Ethics and Business 1a	The student: 1. Displays cultural and ethical sensitivity. 2. Shows knowledge of philosophical and ethics theories. 3. Shows knowledge of (developments in) international treaties with regard to sustainability and ethics. 4. Properly applies and analyzes ethical and cultural frameworks to specific business cases. 5. Communicates and operates effectively and appropriately in an international business setting. 6. Properly applies his or her ethical or sustainable sensitivity in a program of action.	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.	Normative ethical theories Descriptive ethical theories Reflection on your own ethical position Debating skills (rhetoric)	1		56	3		Assessment
L.26280	dt.47139	Ethics and Business 1b	The student: 1. Displays cultural and ethical sensitivity. 2. Shows knowledge of philosophical and ethics theories. 3. Shows knowledge of (developments in) international treaties with regard to sustainability and ethics. 4. Properly applies and analyzes ethical and cultural frameworks to specific business cases. 5. Communicates and operates effectively and appropriately in an international business setting. 6. Properly applies his or her ethical or sustainable sensitivity in a program of action.	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.	Normative ethical theories Descriptive ethical theories Reflection on your own ethical position Debating skills (rhetoric)	2		56		3	Assessment
	T.51891	Business Communication 4 (consisting out of Business Communication 4a and Business Communication 4b)				1 + 2	4	112			
L.26288	dt.47140	Business Communication 4a	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.	Business blogs Business emails and letters Application letter and CV Press release Press conference	1		56	2		Digital test
L.26289	dt.47141	Business Communication 4b	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.	Business blogs Business emails and letters Application letter and CV Press release Press conference	2		56		3	Digital test
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 39

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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		4	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		3	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	3		Written
						Total	10				

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	Three half-days a week	Three half-days a week	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				

Fixed block "Minor Liberal Arts & Sciences" (only available on the Deventer campus)											
LU code	EX code	Module	Programme Learning Outcomes	Description		Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.26820		Minor Liberal Arts & Sciences	<u>Programme learning outcomes:</u>  The student... <ul style="list-style-type: none"> <li>• investigates his/her own knowledge in the various domains.</li> <li>• shows knowledge and critical insights from the five domains (- geopolitics and history - earth and natural sciences - anthropology and physiology - cultural studies - technology)</li> <li>• draws connections between different perspectives and comes to an interdisciplinary analysis</li> <li>• reflects critically on his explorative process and his/her advancement in insights</li> <li>• shows consciousness of his/her own knowledge and determines what one needs to know when dealing with an issue</li> <li>• explores research ideas by presenting several interdisciplinary topics of his/her own interest and discussing these propositions with peers</li> <li>• reflects on propositions of peers by posing in-depth questions and participating in discussions</li> <li>• shows an attitude which comprises pro-activity, intellectual entrepreneurship, intellectual curiosity and flexibility</li> <li>• applies research skills and presents research findings in a creative way and with rhetorical proficiency</li> <li>• analyses and connects insights from different domains</li> <li>• reflects on both results and process of the research</li> </ul>	<u>Description:</u>  During the minor students will develop into curious, conscious, multidisciplinary international professionals who are able to look at the world from various perspectives and make connections between different disciplines and philosophies.  A wide range of subjects like physiology, geopolitics, societal issues, earth sciences and culture will be discussed.			30	840			
L.26820	T.53378	Domain assignment	The student... <ul style="list-style-type: none"> <li>- shows knowledge and critical insights from the five domains (- geopolitics and history - earth and natural sciences - anthropology and physiology - cultural studies - technology)</li> <li>- draws connections between different perspectives and comes to an interdisciplinary analysis</li> </ul>	The student analyses and connects knowledge and insights from different domains in the area of liberal arts and sciences and applies these while researching an original complex multi-disciplinary topic. The student will develop into a curious, conscious, multidisciplinary international professional who is able to look at the world from various perspectives and make connections between different disciplines and philosophies. This way the student will therefore act more as a convincing and trustworthy actor.		1	10	280	Three half-days a week	Three half-days a week	Assignment
L.26820	T.53379	Reflection report	The student... <ul style="list-style-type: none"> <li>- reflects critically on his explorative process and his/her advancement in insights</li> </ul>	Idem		1	5	140			Portfolio
L.26820	T.53381	Research proposal	The student... <ul style="list-style-type: none"> <li>- explores research ideas by presenting several interdisciplinary topics of his/her own interest and discussing these propositions with peers</li> <li>- reflects on propositions of peers by posing in-depth questions and participating in discussions</li> </ul>	Idem		2	5	140			Assignment
L.26820	T.53377	Final assignment	The student... <ul style="list-style-type: none"> <li>- shows an attitude which comprises pro-activity, intellectual entrepreneurship, intellectual curiosity and flexibility</li> <li>- applies research skills and presents research findings in a creative way and with rhetorical proficiency</li> <li>- analyses and connects insights from different domains</li> <li>- reflects on both results and process of the research</li> </ul>	Idem		2	10	280			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 School of Finance and International Business 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.