

International Business curriculum 2019-2020

Year 1 semester 1

Theme Experience and Expand International Business

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/German (3 year prior knowledge)/ Spanish/Dutch or 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/German (3 year prior knowledge)/ Spanish/Dutch or Asia Intercultural business (50%) Communication (50%)	5

Year 1 semester 2

Theme Organize and Create International Business

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/Spanish/Dutch or Asia (all half year prior knowledge)/German (3 year prior knowledge) 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/Spanish/Dutch or Asia (all half year prior knowledge)/German (3 year prior knowledge) Intercultural business (50%) Communication (50%)	5

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Year 3 semester 2

Theme Minor Business Abroad

Theme	Subject	ECTS
Business Abroad 3.3	Marketing 3.3 Marketing Import and Export 3.3 (50%) Special Topics I 3.3 (30%) Special Topics II 3.3 (20%) Finance 3.3 Law 3.3 Practice and Skills 3.3 Import and export plan I	6 2 3 4
Business Abroad 3.4	Marketing 3.4 Marketing Import and Export 3.4 (40%) Special Topics III 3.4 (40%) Special Topics IV 3.4 (10%) Finance 3.4 Law 3.4 Intercultural communication 3.4 Practice and Skills 3.4 Import and export plan II (66%) Import and export plan Law (34%)	5 2 2 3 3

International Business curriculum 2019-2020

Year 4 semester 1:

Specialization programmes (*student chooses one specialization*)

Theme International Finance

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

Theme Supply Chain Management

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

Theme Strategic Management

Theme	Courses	ECTS
4.1 + 4.2	Business case Strategic Management	9
4.2	Business strategy & innovation 4.2	3
4.1	Treasury & finance 4.1	3
4.1	Strategic marketing & management 4.1	3
4.1	International business environment Europe 4.1 Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%) or International business environment East Asia 4.1 Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%)	3
4.2	Change management & organizational behavior 4.2	3
4.2	Innovation, entrepreneurship & CSR 4.2	3
4.1+4.2	Second foreign language Spanish (prior knowledge 2 year at least) Examen escrito 4.1 (25%) Pruebas 1 4.1 (25%) Examen oral 4.2 (25%) Pruebas 2 4.2 (25%) or Strategy to tactics: online marketing	3

Theme Strategic Marketing

Theme	Courses	ECTS
4.1 + 4.2	Business case Strategic Marketing	9
4.2	Business strategy & innovation 4.2	3
4.1	Treasury & finance 4.1	3
4.1	Strategic marketing & management 4.1	3
4.1	International business environment Europe 4.1 Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%) or International business environment East Asia 4.1 Cross cultural aspects 4.1 (60%) Legal aspects 4.1 (40%)	3
4.2	Strategy to tactics: online marketing 4.2	3
4.2	Marketing performance measurement 4.2	3
4.1+4.2	Second foreign language Spanish (prior knowledge 2 year at least) Examen escrito 4.1 (25%) Pruebas 1 4.1 (25%) Examen oral 4.2 (25%) Pruebas 2 4.2 (25%) or Innovation, CSR and Entrepreneurship	3