



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.30655	T.56390	Supply Chain Essentials	Business Transformation Relationship Management	The student... 1. analyses the (international) supply chain of a company using the SCOR model 2. explains the supply chain elements for a given case/company using (parts) of a model 3. illustrates the supply chain strategie(s) for a given case/company within the elements of the SCOR model 4. understands the different supply chain strategies and their effect on (international) supply chains 5. explains the different risks and its effects on a (international) supply chain of a company 6. translates the impact of the supply chain qualifications within a specific industry to the (international) supply chain 7. understands the effect and impact of organising a (more) circular supply chain 8. classifies the difference between internal, external, local and global stakeholders	In this module Supply Chain Essentials, you will dive into the fundamental elements of the supply chain using the SCOR model. The focus lies on understanding and mastering sourcing materials, supply chain planning, manufacturing products, distributing the products, and comprehending all activities related to the return process or reverse logistics to foster a more circular economy. Throughout the course, you will explore operational processes and international supply chain strategies. You will analyse and address important KPIs and organisational risks. Additionally, you will learn how to highlight the importance of understanding supply chain vulnerability and resilience, as well as major qualifications and their impact on the (international) supply chain.	1	5	140	5		Digital test	
L.30658	T.56401	<b>International Environment (consisting out of International Environment and Visual International Environment)</b>				2	5					
	dt.49707	International Environment	International Business Opportunities	The student... 1. identifies and describes key figures of an international context, markets and/or customers 2. explains and extrapolates key figures in relation to international context, markets and/or customers	In this exam, you will be assessed on your theoretical knowledge of the external environment. You will be asked about key figures in relation to the international context, markets and/or customers.	2					Digital test	
	dt.49708	Visual International Environment	International Business Opportunities	The student... 1. collects data from multiple independent sources regarding current trends in the international environment 2. describes current trends in the international environment using an appropriate model 3. determines and argues the relevance of trends in relation to a selected company or industry	In this exam you have to create a visual by which you show understanding of the relationship of key figures in an international context.	2					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	
<b>Total</b>								<b>18 EC</b>				

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	<b>T.52587</b>	<b>Cultural &amp; Environmental Readiness (consisting out of Sustainable Business Strategies and International Human Resource Management)</b>					<b>1 + 2</b>	<b>4</b>				
L.26307	dt.47575	Sustainable Business Strategies	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: 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.47575	International Human Resource Management	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.	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	
	<b>T.54667</b>	<b>Business Communication 5 (consisting out of Business Communication 5a and Business Communication 5b)</b>					<b>1 + 2</b>	<b>4</b>				
L.26310	dt.49014	Business Communication 5a	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 paper Briefing note	1	(2)	56	2		Digital test	
L.26311	dt.49015	Business Communication 5b	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.	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	
<b>Total</b>								<b>11 EC</b>				

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L.4503	T.56551	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.56553	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	
<b>Total</b>								<b>10</b>				

**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)**

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		Minor Conscious Business	<b>Programme learning outcomes:</b>  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.	<b>Description:</b>  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				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	
<b>Total</b>							<b>30</b>					

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