Exchange programme International Business (late January 2025 - till early July 2025 - 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	Contact hours O2	Type of exam
	T.C.200	During and Challenger County Chair County in the printing and of D	unione Challenge Business Communication B	in an Brown board Brown at 10		_	_	110			Doubfolio
L.30651		Business Challenge Supply Chain Organiser (consisting out of B Business Challenge	usiness Challenge, Business Communication, B Relationship Management Self-management Business Transformation	usiness Research and Personal & Professional Development) The student 1. describes and analyses one or several operational process(es) 2. conducts (research) activities and initiates to identify potential internal and external (networks) of stakeholders on an international scale, along with an analysis of their interests and influence on the process 3. determines possible bottlenecks in the processes for doing business on an international scale responsibly and comes up with several (operational) improvements for the processes in relation to the bottlenecks 4. analyses the feasibility and compliance of process improvements or recommendations for uncomplicated organisational changes and considers social, ecological and economic aspects in order to determine which operational recommendations are viable and sustainable 5. contributes to the planning of the implementation of approved process improvements 6. classifies concepts from varying sources utilising appropriate material connected with functional language within the context of the skills: supporting a claim, contrasting opinions and inferring (interpretation) for a product (e.g. understand a literature) 7. listens and reads (receptive) as a proactive activity: interpreting, inferring, comparing, contrasting for a written/ oral product 8. develops a research plan of approach 9. analyses data in order to answer the research question(s), in an ethical manner 10. reflects on his/her participation and contribution in a multicultural team 11. reflects on working in different roles	The Business Challenge Supply Chain Organiser provides you and the student group you will be working in, with the opportunity to delve into the supply chain organisation within an international context. As a supply chain organiser, your role revolves around monitoring and ensuring the smooth operation of a supply chain process while respecting implemented procedures. Additionally, you are tasked with analysing bottlenecks within a company's supply chain and proposing necessary adjustments for improvement. You will learn to describe and analyse an operational process, identifying potential stakeholders and their interests and influence on the supply chain. Through research activities, you will pinpoint bottlenecks and propose operational improvements, considering feasibility, compliance, and sustainability aspects. The multiple value creation aspect emphasizes the conscious application and balance of the Business Model Template's three layers, ensuring a comprehensive understanding of how supply chain management contributes to value creation within an organisation.	1	5	140	Q1 5 6	5	Portfolio
1 20670	T.F.C.200	Durkers Communication		i.e. definition stage, design stage and results stage					2		
		Business Communication				<u> </u>		1	2		├
	T.56389	Business Research						1	2		
	T.56396	Personal & Professional Development Management & Organisation in an International Environment	Business Transformation Relationship Management International Business Opportunities Business Transformation	The student 1. defines the internal characteristics of an organisation and recognises how the interrelationships influence organisational performance and sustainability 2. analyses the internal environment of an organisation by applying an appropriate model or theory 3. explains how strategy, structure and systems should align and reinforce each other 4. identifies challenges and opportunities related to organisational characteristics and systems of international organisations. 5. explores introductory frameworks for understanding change management and human dynamics in organisations. 6. explains how diverse perspectives and skills contribute to organisational performance, adaptability and sustainability of international organisations.	In this module you will develop the essential skills to dissect and understand the internal dynamics of international organisations, utilising appropriate models and theories. The course empowers you to critically assess the strengths and weaknesses of various organisational characteristics, such as structures, culture and systems, paving the way for insightful recommendations for enhancing organisational performance. Through a mix of theory, case studies, and hands-on exercises you will engage with real-world scenarios, enhancing your comprehension and application of concepts. The module 'International Trade' provides you with a	2	5	140	5		Digital test Digital test
			Relationship Management International Business Opportunities	1. explains the import and export activities of a company 2. explains the internal and external criteria (including stakeholders) when trading internationally and collects information about relevant criteria when trading internationally 3. selects a country when exporting/importing 4. defines the strong and weak points, as well as opportunities and threats of a company when trading internationally leading to creating multiple values 5. explains to which extent a company is ready for international trade and explains the different entry strategies when exporting 6. evaluates the impact of the external criteria (including stakeholders) on a company when trading internationally, focusing on multiple value creation 7. determines future steps/activities when trading internationally aiming for multiple	basic understanding of the export and import activities a company can exploit in relation to the chosen strategy and goals. In this module you will also consider the triple bottom line principle (People, Planet, Profit) to foster the activities exploited.	Total	15 EC				- 9000 1031

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours	Contact hours	Type of exam
							Creuits		Q1	Q2	
L.30655	T.56390	Supply Chain Essentials	Business Transformation Relationship Management	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		1	5	140	5		Digital test
L.30658		International Environment (consisting out of International Env		<u>'</u>		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.		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

Total 18 EC

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European	Hours	Contact	Contact	Type of exam
							Credits		hours Q1	hours Q2	
	T.52587	Cultural & Environmental Readiness (consisting out of Sustaina	ble Business Strategies and International Huma	an Resource Management)		1+2	4		ŲI	ŲŽ	
L.26307		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	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	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.	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
	T.54667	Business Communication 5 (consisting out of Business Commun	nication 5a and Business Communication 5b)			1+2	4				
L.26310	dt.49014	Business Communication 5a	The student: I 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.		White paper Briefing note	1	(2)	56	2		Digital test
L.26311	dt.49015	Business Communication 5 b	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 cut 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

Total 11 EC

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.56551	Management skills (int)	complexity and in an international context the student is able to	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				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	Quart	ter Europ	ean Hour	Contact	Contact	Type of exam		
						Cred	its	hours	hours			
								Q1	Q2			
		Minor Conscious Business	Programme learning outcomes:	Description:	1+2	2 30	840					
			gain an in-depth understanding of an organisation's 'raison d' être';	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.								
L.25861	T.51638	Conscious Business Project			1+2	2 7	196			Assigment + presentation		
L.25862	T.51642	Personal Brand-ID			1	5	140	1 !				
L.25863	T.51658	Economy of Meaning			1+2	2 5	140	One full day	One full day of classes	Assignment Oral exam		
L.25864	T.51662	Communicating with Purpose			2	5	140	of classes		Portfolio		
L.25865	T.48487	Book of Life (Art of Happiness)			1+2	2 4	112			Assignment		
L.25866	T.48487	Life big question (Art of Happiness)			1+2	2 4	112			Assignment		