

# MINOR GLOBALIZING BUSINESS



**Globalization** is seen in general as the trend towards the unification of local markets into a global one. But a quick look at the developments of the past 10 years show that it is not that simple. Actually the business environment is getting increasingly more complex. New

markets open, but new competitors enter the market too. The developments in the globalization process are uncertain for business. The international entrepreneur is confronted with economical, ethical, cultural, environmental, and legal issues when undertaking global business. The information and technological innovations appear at an ever increasing rate. With these changes and developments following at an increasing faster pace you could wonder if not all business will become international active. These trends ask for an international preparation for the student with an interest in business in order to become the international entrepreneur of tomorrow.



**The minor** is based on the program of International Business Studies. It offers a top-up program on the latest trends and issues in global entrepreneurship. The focus is on practical application of knowledge and development of essential skills, by means of management game, business challenge, and business consultancy role plays. This minor has a

very international setting, as students of partner universities from all over the world join in this program. This delivers a great platform to study international business and cultures. You will build your international network and learn to understand the competitive advantage of the Netherlands in the world. The program is partly a joint effort of 5 partnering universities in Europe, called International Entrepreneurship Skills Europe. The minor offers divers didactical methods of lectures, practices, project teamwork and management games and also excursions, and international guest speakers. After this minor you understand all major issues concerning internationalization of business and entrepreneurship. You will be able to give advice to business on how to engage and improve in international business activities.

**Contact info:** For all study-related matters (content of courses, schedules, rules and regulations, etc.), you can contact the program manager Mr. M. de Lind van Wijngaarden by email: [menno.lind@hu.nl](mailto:menno.lind@hu.nl)



**Duration:** The full program takes 1 semester (equals two terms, 30 EC credits), is full-time, and is offered twice per year; Sept 2018 till Jan 2019 and Feb 2019 till Jun 2019.

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Course name	Code	EC	Sem 1	Sem 2
<b>Consultancy</b>	MI-CONSUL-18	5	Term A	Term C
<b>Managing Change and Innovation</b>	MI-MANCHAN-18	5	Term A	Term C
<b>Topics in International Business</b>	MB-TOPIB-14	5	Term A	Term C
<b>Business in Society</b>	MB-BUSSOC-14	5	Term B	Term D
<b>Global Management Project</b>	MI-GLOBMANP-18	10	Term B	Term D

### Consultancy

In this course the students learn to give organizations advice and communicate it in a proper way. It deals with the consulting process, the skills, project management, and working with clients. This course is a preparation for the Global Management Project in the next term.

### Managing Change and Innovation

Contemporary organizations face change on an increasing scale. This course will elaborate on how to manage change in organizations. Innovative capabilities of organizations can be managed too. In this course you will investigate innovation hotspots, analyze innovation in the area of your interest and work on your own managerial skills.

### Topics in International Business

Small and medium sized enterprises have more opportunities to internationalize nowadays. This course will take you through the different steps in internationalization. Understanding the motives of business and doing internal and external analyses you'll be able to draw up an internationalization plan.

### Business in Society

Business is often discussed as it is a separate entity, not involved with societal trends. This course will focus at business responding to the trends in society; threatening shortage of resources, major shifts in demographics and economy, pollution and climate change. This course will focus on organizations who found business models that promise to be ready for disruptive changes.

### Global Management Project

In this project students will give an advice to an existing organization. The organization has an internationalization question addressed at the HU, together with the tutor the students will look for an answer. Typical projects done in the past were; market research, market entry, and advice on internationalization strategy. In September the project will start within the INTENSE framework, a European collaboration between Higher Education Institutions and Small Medium Sized Enterprises (SME). Students will work with teams from our partner universities on internationalization of SMEs. At the start of the project a management game is played in order to train the team in project management.

The image is a promotional graphic for the 'INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE' program. On the left, there is a photograph of various national flags flying in front of a glass-fronted building. To the right of the photo is a QR code. Further right, the text 'INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE' is displayed in a blue and green font. Below this text are logos for the European Union, efos, HU, UCIL, htw, Hochschule für Technik und Wirtschaft Berlin, and TU/e. On the far right, there is a grey vertical bar containing social media icons for email, Facebook, Twitter, and LinkedIn, with the email address 'intense@efos.hr' listed at the top.

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