



## International Business Skills

### For whom

This programme is designed for students with a strong international orientation. We typically welcome HU students from the following bachelor programmes:

- International Business
- Commercial Economics
- Business Administration
- Human Resource Management (HRM)
- Small Business & Retail Management
- Communication Management
- Facility Management
- Other courses, such as the Dutch 'Technische Bedrijfskunde'

Since this minor attracts a lot of exchange students, it gives you the opportunity to work in a truly international environment. An inspiring programme for ambitious, commercially oriented students.

### Admission

To enter this programme, you need a foundation of introductory course(s) in Marketing Management. Further, you need to have attained English language skills at CEFR level B2. In the first week, you will take a compulsory English proficiency test.

### Content

Students from our target studies (see the enumeration above) will generally be working in an International Business to Business environment in which resilience, intercultural cooperation and knowing the commercial aspects of doing international business are key factors for a successful career. Our deepest motivation is to **boost your career** by providing a programme in which you will be challenged to get the best out of yourself and your team by developing new business opportunities for a prominent multinational (in recent years: Royal Ahrend).

Since its first edition in 2002, our IBS Minor has demonstrated that we are capable of getting people to remove barriers by unleashing their creativity, overcoming shyness and avoiding pitfalls in working successfully with team members from a different academic and cultural background. We are supported in this process by our partner companies and by seasoned experts in international business, who are also involved in assessing the work of our students in a conference.

Our teaching takes place in an integrated programme focusing on the business challenge described above and has sub-programmes in:

1. International Branding & Sales in a B2B environment
2. Casework
3. Social Business Skills.

1. International Branding & Sales in a business-to-business environment (10EC).

This course delves into the essential strategies for successfully commercializing products and services in an international context. Students will explore key areas such as sales negotiations, understanding and analyzing market segmentations, and addressing the specific needs and wants of Decision-Making Units (DMUs). The course also covers the application of the marketing mix in a B2B environment, focusing on how to build strong, long-lasting relationships with clients. Additionally, students will learn techniques for lead generation and management, helping them to identify and cultivate potential sales opportunities in global markets. Sustainability is integrated throughout the course, emphasizing the importance of environmentally conscious branding and sales strategies that meet modern business and ethical standards.

2. Casework (10EC).

In this course, students will be tasked with launching a new product in a foreign market, working with a multinational client to develop a detailed strategy for market entry. Using frameworks such as the Business Model Canvas and the Value Proposition Canvas, students will analyze customer segments, value propositions, and revenue streams to create a robust business plan. The course emphasizes practical, real-world application, requiring students to apply theoretical knowledge to solve complex business challenges. A key focus is placed on sustainability, encouraging students to integrate eco-friendly solutions and sustainable practices into their product launch strategies. This hands-on experience is designed to simulate the challenges of global business and prepare students for future roles in international marketing and product management.

3. Social Business Skills (10EC).

The programme is designed to develop students' interpersonal and professional abilities, with a strong focus on enhancing team performance and leadership. Through practical coaching, students will learn how to effectively navigate group dynamics, bridge cultural gaps, and build resilience and perseverance in a business context. The course covers a range of activities, such as Scrum sessions, where students will improve their teamwork and project management skills, and presentation workshops to sharpen their communication abilities. Unique experiences, like networking on the golf course and attending wine classes, offer students insight into business etiquette and how to build valuable relationships in informal settings. Leadership development is emphasized throughout, preparing students to lead diverse teams with confidence and cultural awareness.

The extent of these three courses gives students an insight into functional and dysfunctional behaviour in order to ensure that personal and collective goals are achieved. And on top of that, it helps students feel comfortable in formal and informal business situations. For an impression of the minor programme, you can watch the video below.

<https://www.youtube.com/watch?v=QNokOH1BUvw>

## Learning objectives

This minor addresses a large variety of learning objectives, mainly at level 2 and 3:

- International business awareness (level 3)
- Intercultural competency (level 3)
- Business processes & change management (level 3)
- International human resource management (level 3)
- Leadership (level 3)
- Co-operation (level 3)
- Business communication (level 3)
- Planning and organising (level 3)
- Understanding of the ethical, normative and social issues related to the professional practice and accepting the responsibility for his actions (level 1)

## Courses

The programme trains you to operate confidently in an international B2B context. It takes place during one semester and contains the following courses:

<b>International Business Skills Minor</b> (MB-INTBUSK-17)							
Courses	First term	E/A <sup>1</sup>	% <sup>2</sup>	Second term	E/A	%	
<b>MI-HBSB2BE-19</b> International Branding & Sales in a B2B Environment 10 EC	Assessment 1a International Branding in a B2B Environment	A	25	Assessment 2a International Branding in a B2B Environment	A	25	INTERNATIONAL CONCEPT DEVELOPMENT AND COMMERCIALI- SATION
	Assessment 1b International Sales Building Confidence and Trust in Formal Situations	A	25	Assessment 2b International Sales	A	25	
<b>MI-CASEWORK-19</b> Casework 10 EC	Assessment 1 International Marketing Communication & Sales Plan (Casework 1)	A	30	Assessment 2 International Marketing Communication & Sales Plan (Casework 2)	A	70	
<b>MI-SOCBUSK-19</b> Social Business Skills 10 EC	Assessment 1a Team Performance <i>Team development training / Coaching</i>	A	25	Assessment 2a Team Performance <i>Team development training / Coaching</i>	A	25	PERSONAL BRANDING AND TEAM DEVELOPMENT
	Assessment 1b Personal Leadership 1 <i>developed and tested in:</i> <ul style="list-style-type: none"> <li>• Intercultural Management</li> <li>• Golf: The Distinguishing Factor in Business (<i>Staying Relaxed in a Challenging Environment</i>)</li> </ul>	A	25 <sup>3</sup>	Assessment 2b Personal Leadership 2 <i>developed and tested in:</i> <ul style="list-style-type: none"> <li>• Wine, Etiquette &amp; Networking (<i>Staying Sharp in a Relaxed Environment</i>)</li> </ul>	E <sup>4</sup>	25	

Please note that the IBS Minor reflects a (logical) bundle of courses/subjects and should normally be followed as such. It is not possible to only follow one or two of the three courses.

## **Assessment**

Assessments vary from business proposals and marketing communication presentations to sales pitches and negotiations, team assessments and consultancy reports. During the entire minor, team coaching is provided from the first week. You will take a compulsory English proficiency test.

## **Literature**

You will receive all material during classes of the minor.

## **Schedule**

This course is offered in terms A/B (fall semester) as well as C/D (spring semester), with kick-offs in September and February respectively. The timetable and the teaching days are not yet known. Ideally, lessons are scheduled on Mondays, Thursdays and Fridays, room availability permitting, of course. Week 1 of the first term has classes on all five workdays.

## **Costs**

N/A

