

Testimonials

"I am just thrilled for having picked this minor. It has been the best experience I have had at the HU." (Rositsa Popova, 3rd-year student of International Management)

"The International Business Skills minor was great, and the concluding two-day conference in Apeldoorn with professionals from the industry as members of the jury, including the sports part and the party night, was the icing on the cake. Thank you for giving us the opportunity to develop our commercial and personal skills in a truly international context with so many visiting students from abroad." (Tosse Bontje, 4th-year student of International Business)



Minor site 20/21: <https://canvas.hu.nl/courses/15565>

IBS Minor movie: <https://youtu.be/QNokOH1BUvw>

Contents

The main aim of the (English-spoken) International Business Skills Minor is to provide you with a career boost. On the short or long term you will be facing challenges related to internationalisation (i.e. with English and intercultural differences), product development, branding and sales in a business-to-business (B2B) environment. In the past eighteen years, the IBS Minor has educated and trained almost 1,000 students in dealing with these challenges in a demanding but safe environment. (see the endorsements on LinkedIn)

Key domains in our IBS Minor are:

- Design Thinking/Product Development and Commercialisation (working on an assignment given to you by a multinational company)
- International B2B Marketing, Branding and Sales
- Personal Leadership and Team Performance in an international environment

The **Team Performance** aspect is all about creating a winning team. This is one of the focus points during the active coaching sessions with the IBS Minor staff, during which several theories are applied, such as Tuckman's model of group development, the Belbin test for group composition, and the MBTI test, which enhances team performance by better understanding of yourself and others.

The **Personal Leadership** aspect is focused on strengthening your personal profile and increasing your (self-)confidence and influence, which results in gaining trust from others, for example your team members and business partners.



the jury at the conference



the finalists in the "Sales Battle"



Our working methods are not only executed in the classroom and project work, but also extend to the golf course and the (wine) table.

Deliverables

- Integrated International Marketing Communication and Sales Plan; Sales pitches and sales negotiations; Personal Development Plan; various reports, presentations and (creative) movies.
- After intensive coaching from the IBS Minor staff, each student's growth in Personal Leadership as well as in Team Development are assessed after each term.

Student profile

- Commerce/SBRM*: expanding knowledge of international B2B marketing and marketing communication, honing your skills in value selling to an international target group
- Communication*: B2B, sales, product development in relation to branding,
- BK/MER*: extending knowledge of product development in an international B2B environment and its commercialisation
- TBK and Facility Management*: expanding knowledge of B2B marketing, international marketing communication and product development of newly developed concepts
- Technical/ICT studies**: integrating your technical knowledge in the development of new concepts on the basis of international marketing opportunities and the commercialisation in a B2B market
- For all other studies: please contact the IBS Minor coordinator for advice (theo.daselaar@hu.nl)
- Visiting KOM students, e.g. from HAN, Saxion, Avans, HvA, Van Hall Larenstein
- Visiting students from abroad. In the past we had students from Thailand, Indonesia, Taiwan, South-Korea, Poland, Lithuania, Nigeria, South Africa, USA, Canada, Mexico, Britain, France, Belgium, Spain, Germany, Italy, Switzerland, Austria, Finland, Hungary, Greece, Romania and Turkey, which, in addition to the international context of the central case of the minor, is another indication of the **truly international** character of this minor.

Explanation of asterisks * and ** used above:

Requirements for enrolment

*Level of English: a command of English at B1/B2-level of the European Framework is required. On the basis of our past experiences, we can safely say that students of these study programmes will have no problem following this English-spoken minor.

** Level of English and marketing proficiency: for English, see above under * ; for marketing proficiency: a first-year programme of marketing will have given you enough prior knowledge to be able to do well in this minor. For students without this prior knowledge, it will suffice to have read up on this subject prior to entering the minor.

International Business Skills Minor			
Courses	First term	Second term	
International Branding & Sales in a B2B Environment 10 EC	International Branding in a B2B Environment	International Branding in a B2B Environment	INTERNATIONAL CONCEPT
	International Sales <i>(Building Confidence and Trust in Formal Situations)</i>	International Sales	DEVELOPMENT AND COMMERCIALI-
Casework 10 EC	International Marketing Communication & Sales Plan (Casework 1)	International Marketing Communication & Sales Plan (Casework 2)	SATION
Social Business Skills 10 EC	Team Performance <i>Team development training / Coaching</i>	Team Performance <i>Team development training / Coaching</i>	PERSONAL BRANDING AND TEAM DEVELOPMENT
	Personal Leadership <i>developed and tested in:</i> <ul style="list-style-type: none"> • Intercultural Management • Golf: The Distinguishing Factor in Business (<i>Staying Relaxed in a Challenging Environment</i>) 	Personal Leadership <i>developed and tested in:</i> <ul style="list-style-type: none"> • Wine, Etiquette & Networking (<i>Staying Sharp in a Relaxed Environment</i>) 	

"In addition to being an incredible minor, the program is taught by a team of professionals that help you become immersed in the local community. Studying International Business skills with an international class in Utrecht is an incredible experience to understand why the Dutch are known historically for their business skills. During the semester, I became a better person and a lot more comfortable with my international business skills." (Dennis Schneider – student from Western Michigan University, USA)

More testimonials

- *The International Business Skills minor has proven to be suitable for students of various disciplines. Me and Jaakko are living proof of that! It was an honour to be part of this minor and share it with great people.* (Janne Tuominen, visiting student of Industrial Management from Turku University, Finland)
- *The IBS Minor was the best course I've ever done, completely different from any other course I've ever done. At the beginning we were strangers together in a room, what we didn't expect is we will finish the minor being like family. I'm using a lot of the knowledge I acquired in my current job and I would say to everyone, if you have the opportunity to do this minor, don't miss it!* (Javier Artal Herbella, visiting student from University of Zaragoza)

Minor code: MB-INTBUSK-17

Working language: English

Contact person: theo.daselaar@hu.nl

Number of participants: Min. 20, max. 60 (incl. 20-25 exchange/KOM students)

Duration: one semester (offered in autumn and (if possible) in spring)