

International Business (IB-3)

This programme gives you a solid grounding – partly through in-depth modules – in marketing, sales, finance, management and economics. You'll work with your fellow students on a range of exciting and challenging projects and get the chance to intern with international companies. It all adds up to a solid foundation for a stellar career as a rock-solid business professional at an international level.

Contact our Indonesian Representative for more info, to apply, or to book a Counseling Session: +62 813-8880-0069 (WhatsApp)

- ✓ 3 years
- ✓ The Hague, Main Campus

Curriculum

Year 1	<ul style="list-style-type: none"> • Marketing Fundamentals • Management & Organisation • International Business Environment • Thinking in Action II • Accounting I • Integrated Project: Creating a Business Plan • Finance I • Statistics & Research I 	<ul style="list-style-type: none"> • Economics • International Business Law • Operations & Sales • Integrated Project: Global Business Solutions • Personal & Professional Development • Ethics, Compliance & Sustainability • Statistics & Research II • Information Management
Year 2	<ul style="list-style-type: none"> • Supply Chain & Operations • Accounting II • Finance II • People & Organisation • Advanced Marketing & Sales • Integrated Project: Intercultural Business and Inclusivity 	<ul style="list-style-type: none"> • Minors / International Exposure • Business Intelligence • Personal & Professional Development • Integrated Project: Advanced Business Research
Year 3	<p>Specialisation: Our students are offered four specialisations to choose from. Specialisations include: Marketing - Operations and Supply Chain Management - Finance - People and Organisation</p> <p>The Internship: Having built up a comprehensive bank of theoretical knowledge and engaged in various exercises in which you were able to try your hand at applying the theories to business cases and projects in classrooms, the internship offers you the opportunity to apply the theories in the professional field.</p> <p>The Final Thesis: Also known as the final integrated project, the thesis comprises an applied research, which each individual student is to independently carry out in a real-life international business context, typically as an assignment from a sponsor company. IP8 enables students to investigate a particular business problem (by doing both secondary and primary research) that the sponsor company seeks to resolve, and to build a strong evidence base for addressing that problem. As such IP8 provides students with the opportunity to actively contribute to decision making in a real business environment, integrating and culminating the competences acquired throughout the International Business curriculum.</p>	

What you might become

- Investment advisor
- Junior financial analyst
- Financial consultant
- Corporate communications manager
- Assistant accountant
- Client reporting specialist
- Marketing manager
- Junior associate
- Regional financial analyst

Please check www.thehagueuniversity.com/ib for the most up-to-date information on the curriculum.