

International Business

3 year track



In the 3 year track of the International Business programme we consider you to be a young business professional when you start your studies, working with real clients and solving actual company problems as of day 1.

You will find your stepping stones into the world of global trade and business relations here at International Business. In a community of approximately 30 fellow professionals-to-be from all over the world, you will be encouraged to learn by doing. Driven by the real-life business challenges you work on, you will be taught how and where to find the necessary theoretical knowledge and how to apply it to your clients case.

Study programme

International Business (IB) is a bachelor's degree study programme (BBA), that focuses on a wide range of subjects related to doing business internationally, such as marketing, management, finance, economics, law, supply chain management and entrepreneurship. The working language is English. The programme offers a 4 year track and a 3 year (fast) track.

3 year track

Starting in this study programme is like entering your first job. You will work in a team with fellow students on field-based consulting projects. Because you continuously work for existing (international) companies with actual business problems, you will be stimulated to engage in active learning rather than receiving information in a somewhat passive manner. You will have very specific goals (formulated in learning outcomes) but the freedom to figure out how to reach them. Your client wants a useful solution to his problem, and you have to perform to deliver it. Your reward will be seeing the company actually implementing your results in their business operations. That, and a solid business network that grows with every new business challenge you work on during your studies. This high-impact learning (HILL) approach requires students to take control of their own learning. Motivation, commitment and an independent pro-active attitude will be important keys to your success!

Credits	180 EC
Requirements	<ul style="list-style-type: none">- pre-research university level secondary school diploma (Dutch VWO or equivalent),- proof of a good command of English- advanced knowledge of mathematics or economics.- qualifying students will be invited for a mandatory and binding matching interview
Language	English
Degree	Bachelor of Business Administration (BBA)
Tuition fee	€ 1,084 for first year EU students € 2,168 for next years EU students € 8,200 for non-EU students
Deadline for application	EU: 1 st July /non-EU: 1 st June
Start	September
Location	Maastricht, the Netherlands



To come to a good end result and a workable solution for your client, you will of course need factual knowledge on subjects like finance, marketing, operations and supply chain management. Knowledge that will not just be handed to you. Students learn how and where to find the underlying theory themselves in reliable (online) sources like books, articles or videos. The student teams work in one of the available 'work spaces', where IB's business experts and coaches can be consulted at all times for information, guidance and explanation. In the 3 year track there are no traditional classes. Expert lectures and workshops can be attended to kick-start your learning and to train your skills. And when the experts notice that a certain subject raises a lot of questions, they will organize a 'just in time' flash lecture; right at the moment when the student teams face the problem, not earlier when there is no obvious connection to the problem at hand.

Specialization

During the study programme you will work on business cases in the area's of:

- Strategic Management
- Strategic Marketing
- Supply Chain Management
- International Finance and Accounting
- Entrepreneurship

You and your team members will be asked to find your own business challenge suppliers, so you will be able to influence for example the country and branch you will be working in. During the last year of your studies you will choose one of the above-mentioned area's as your specialization, writing a thesis based on an individual research assignment and internship.

Internship and pre-master

To discover what it means to work in an international environment, you will do an (individual) 5 month internship at a company abroad during your second year. Furthermore you have the option to do a one semester pre-master programme, to acquire the necessary academic (research) skills for a smooth transfer to postgraduate/master's degree programmes all over the world after your graduation.

Career prospects

By working in consulting teams with fellow students you will learn how to co-operate, communicate, do research, analyze, be creative and think critically with intercultural awareness. Skills that are essential in the hybrid and fast paced work environment of our graduates. The didactical approach of the International Business study programme will turn you into the 'problem solver' that every internationally operating employer is looking for. Jobs you can do are for example:

- Marketing Manager
- Financial Manager / Financial Analyst
- Business Analyst
- Sales Manager
- Customer Relationship Manager
- PR Officer / Trade Consultant
- Export Manager
- Logistics Manager
- Supply Chain Manager.

Admission

Generally speaking a pre-research university secondary school certificate (Dutch VWO or equivalent) will give access to the 3 year track of the International Business study programme. In view of the specific business focus of the courses, Mathematics or Economics and English among your graduation subjects is a must. Applicants that meet these entry requirements will receive an invitation for a matching interview, in Maastricht or online for students from abroad. During this matching interviews our coaches will determine if you have the necessary independent learning skills. More information on the admission requirements can be found on our website.

Don't forget to check the immigration regulations at www.nuffic.nl. Depending on your nationality, you may need to apply for a visa (MVV) for the Netherlands. This can be a time-consuming process; you're advised to start your application process well in advance to avoid disappointment.

Application for admission

If you want to apply for International Business, you can register on www.studielink.nl. See international.zuyd.nl for further details.

More information?

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