

International Business

4 year track



With the advancement of technology the world has gotten smaller. Economies are more interdependent than ever and the transfer of capital, goods and services knows almost no borders.

Most companies, from small start-ups to multinationals, are involved in cross-border trade. That means that they need professionals that know about selling products and services around the world and adapting business to the region's local culture.

Are you into international trade, would you like the world to be your office, and can you be a team player with a global mindset, then consider studying International Business!

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 language of communication is English. The programme offers a 4 year track and a 3 year (fast) track.

4 year track

All modules (4 per year) are centered around a real-life business challenge, presented to us by existing (international) companies and organisations. These business challenges are pre-defined in the 4 year track. That means that we will specify the business problems you will be working on. The solution to these problems however you will have to find yourselves, by carrying out research and finding the underlying theory in reliable (online) sources like books, articles or video's. So no traditional classes or mandatory reading lists! You will learn through experience. And once you have gotten used to this way of working you will take on more responsibility and you get more freedom. Initially we will select the companies you work with, but as of the second year you will find your own clients.

You will work in teams with fellow students, many of them from abroad, in one of the available 'work spaces'. IB's business experts and coaches can be consulted there at all times for information, guidance or explanation. A limited number of expert lectures and workshops will be scheduled 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.

Credits	240 EC
Requirements	- secondary school diploma - proof of good command of English - advanced knowledge of mathematics or economics
Language	English
Degree	Bachelor of Business Administration
Duration	4 years
Tuition fee	€ 1,084 for first year EU students € 2,168 for next years EU students € 3,200 for non-EU students
Deadline for application	EU: 1 st July /non-EU: 1 st June
Start	September
Location	Maastricht, the Netherlands

International Business
School Maastricht

ZU
YD



Pro-active attitude

This high-impact learning approach does require you to take control of your own learning. Your attitude and eagerness to learn are key factors in your success. Nothing we do is fictive; you work with real companies and real challenges as of day 1. And everything we do is active; no sitting back and just listening to instructions from your lecturer, you learn by doing it yourself. By working in international project teams on real assignments you will find out how to co-operate, communicate, do research, analyze and think critically with intercultural awareness. Employees with these 21st century skills are a very important assets to any company!

Intercultural Business Line

Since our study programme is offered in English and many of your fellow students come from abroad, your language and communication skills will reach a high level during this study programme. Besides English you can study a second (foreign) language as part of an Intercultural Business Line focusing on doing business in either German, French, Spanish or Dutch speaking regions. Next to this, there is a non-language option that focusses on doing business in Asia. These Intercultural Business Lines teach you about the culture of the geographical region of your choice and how this affects business. It will enable you to do business when business relations have a significantly different mindset. You will also look into the trade relations and business opportunities in that particular area.

Going abroad

Our students constantly work with international companies in a multicultural setting, but in order for you to become a real 'global mind' of course you need to see the world! Field trips, a study exchange and an international internship are therefore important parts of this study programme. To

discover what it means to work in an international environment, you will do a mandatory one semester internship at a company abroad in the third year. Furthermore you have the option to study abroad for one semester at one of our 100 partner universities, in or outside Europe. That means that most of our third year students will be abroad for a full year during their third year.

Pre-master

If you are interested in pursuing a master's degree, our pre-master programme can help you gain the necessary academic research skills for a smooth transfer to a post-graduate/master's degree programme. The pre-master is a one semester course that is offered as an elective, guaranteeing you direct access to the a number of one-year master's degree programmes at Maastricht University after your graduation at Zuyd.

Specialisation

During your last year, you will select a specialisation:

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

Career prospects

- International Account Manager
- 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 secondary school certificate will give access to our study programme. In view of the specific business focus of the courses, it is recommended that you have studied Economics or Mathematics and English at your secondary school. If you are an EU student with English as an examination subject, you do not need to hand in a certificate demonstrating proficiency of English as a second language.

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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