

INTERNATIONAL BUSINESS

Location 's-Hertogenbosch

This innovative International Business programme prepares you for a career in global business. You will become an expert at doing business in cross-cultural settings.

YOU

As an enterprising individual, you like to set your own learning goals. You are open-minded, independent and adventurous, a global citizen eager to discover other ways of working, living and doing business. Your work makes an impact while respecting people and planet. Discerning and creative, you are a born communicator and business enthusiast. You embrace challenges and enjoy working in a team.

THE PROGRAMME

The 4-year programme is centered around real-life professional achievements to complete to become an IB starting professional. Based on your knowledge, experience and preferences you will develop your individual learning path while working on real-life projects, which you carry out with fellow students and professional field representatives. Each study year is divided in 2 semesters. During your study you will have a choice in projects, placements and topics, which will help you to obtain the expected results in order to graduate. At the end of year 1 you will go on your first discovery internship.

The first year is a general introduction to international business: international sales and marketing, finance, organisation & people and supply chain and operations. You will develop your professional knowledge base, cross-cultural capabilities and personal skills. The year is divided in 2 semesters of each 20 weeks. Your progress will be assessed through group and individual assessments. Guest speakers, excursions and meetings with IB professionals are part of the programme.

Starting from year 2, you choose your international business focus area. You spend at least 2 semesters abroad on a work placement, minor or graduation placement. You can choose the modules yourself, doing your placement at the end of year 2 or start of year 3. You can take your minor in year 3 or 4. Graduation covers 2 semesters and can be started in year 3. Your minor allows you to specialise or broaden your scope. Your graduation project may involve an assignment at an international company.



"My name is Félix Giroud and I'm from France. This year I joined Avans for the International Business programme as an exchange student, and it has been most challenging so far, thanks to both the international stakes and to the relevance of the projects. All students and lecturers are committed to success and innovation in a way that amazed me, as I was used to more traditional programmes.

At Avans, I met up with the international student community but I also mixed with Dutch students as part of my project group work. It was a good opportunity to get advice on what to explore in the country! After graduating, I would like to work in international communications. International Business at Avans definitely provided me with the right tools and network to achieve this goal."



- FOCUS ON MARKETING, COMMUNICATION AND SALES
- STUDENTS ARE IN THE LEAD AND DEVELOP THEIR INDIVIDUAL LEARNING PATH
- 2 – 5 FOREIGN LANGUAGES

Practical experience

At the end of year 1 you will have your first discovery of company life. In year 2 or 3 you will embark on a semester work placement. The placement is an introduction to the real work environment of international business. You will participate actively in various business activities and do research on potential opportunities, improvements or innovations within different business areas. A company mentor and your coach provide supervision and support. Through our business network event you have the opportunity to meet businesses who have placements available. Naturally, you are welcome to secure a placement at a different company yourself. Besides these work placements you will have the opportunity to fulfill short-term projects at local companies as of year 1. The programme has an individual part: you can spend a week doing a project at a company or participate in Avans Multidisciplinary Experience or work on a special project for one day a week.

EXAMPLE OF STUDY PROGRAMME FOR AN IB STUDENT			
	Semester 1	Semester 2	IB Professional Profile Intercultural Business Communication Personal Leadership
Year 1	Theme: Creation • Product Concept Creation • Product Concept Design	Theme: Identification • Data Intelligence Insights • Data Intelligence Solutions	
	Theme: Deal Making • Deal Proposal • Deal Closing"	Theme: Connection • Organisational Improvement • Organisation in Action"	
Year 2	Specialisation in one of the 4 IB themes: <i>Dealmaking</i>	Work placement <i>Air France - Paris</i>	
Year 3	Specialisation in one of the 4 IB themes: <i>Identification</i>	Minor <i>University of Barcelona</i>	
Year 4	Graduation Programme including internship at Unilever		

This programme has a strong focus on international marketing & sales and acquiring multi-lingual communication and cross-cultural skills.

ADMISSION REQUIREMENTS

The level of your prior education has to be equivalent to the Dutch havo, vwo or mbo 4 level. In addition, you must have English language skills at IELTS 6.0 level.

CAREER POSSIBILITIES

Work

The world of international business offers many opportunities, in The Netherlands or abroad. In multinational corporations with subsidiaries in the Netherlands. Or within family-owned, mid-sized companies with a strong ambition to develop their international sales. Governmental institutions in trade promotion or development, regional development agencies or large cities also offer opportunities for young International Business professionals.

Master

Upon graduation, you may continue with a master's degree at one of the Dutch research universities or at one of the (partner) universities abroad. For example the Master in International Business at Tilburg University.

CONTACT US

IB programme enquiries

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"My name is Jean-Gabriel Tarnaud and I'm from Germany. After spending my last semester as an exchange student in France, I decided I wanted to experience another neighbouring country and moved to the Netherlands for a semester.

I chose the International Business programme at Avans mainly because of the PACE project. The implementation of a real business case next to the studies was a great way to apply everything learned so far. Classes were highly participative and the lecturers created a motivating environment for the students. Thanks to the mixed group of Dutch and international students I met people from all over the world with fascinating ideas and backgrounds.

This semester was one of my most challenging and most fun at the same time. Studying at Avans greatly deepened my knowledge of business and brought me closer to my goal of working in Finance for an international company, while the amazing people here gave me the feeling of being at home."

International

IB means international travel! As of year 1 you will take part in international excursions and project weeks. You will spend at least 2 semesters abroad, for a work placement, study exchange/minor or graduation internship.

You will be able to spend a semester studying at a university abroad, immersing yourself in a completely different culture. We have exchange agreements with partner universities throughout the world. We recommend international students to complete their placement in the Netherlands.

WHY STUDY IB AT AVANS DEN BOSCH

International Business helps you become a successful international business professional.

You will become a global citizen with a solid knowledge base, proficiency in modern languages and a highly developed intercultural sensitivity and global mindset. Your cultural and sustainability awareness helps you to make an impact with respect.

We offer you the unique opportunity to create your own learning path throughout the study programme. As your personal and professional development is at the core of our teaching, the programme uses a variety of learnings methods. Lecturers act as coaches: sparring partners who help you to solve problems, find answers, be creative and think outside the box.